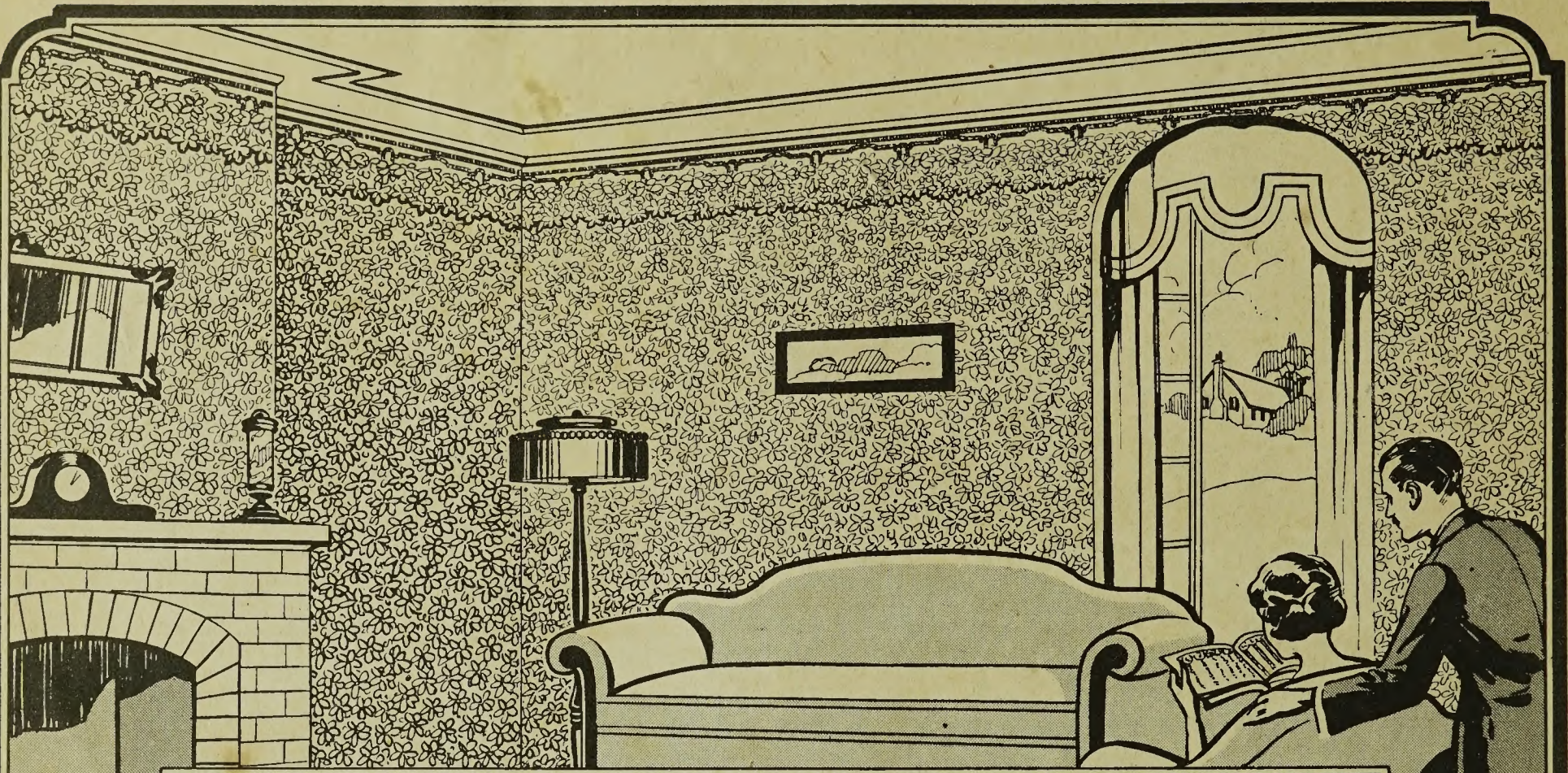
De Luxe WALL PAPERS

Franklin Paint Co.,
Cleveland ~ ~ ~ ~ Ohio.

See how they look on the wall ~ ~



The Franklin DeLuxe Wall Paper Miniatures in This Book

Show Just How the Paper Will Look on Your Wall

YOU will find this book more helpful and more convenient than any wall paper book which you probably have ever seen before. Each miniature of wall paper all through this book shows both the border and the paper printed together in one piece to reproduce the actual appearance of a finished wall. In this way you can see instantly, and in advance, just exactly how your wall will look with whatever paper and border you select. You will appreciate how useful this is in helping you to choose correctly just the right wall paper to be the prettiest and most appropriate for the type of room which you plan to decorate. These wall paper miniatures make guesswork unnecessary and they prevent mistakes. Whether you select wall paper for one room or for many, you can be absolutely sure that there will never be any disappointment. This book shows you beforehand exactly how the paper will look on your wall, and after your room is papered it will look just as attractive and pleasing as you picture it now.

Choose from the Very Latest, Most Beautiful Styles

THIS book of Franklin De Luxe Wall Papers brings to you the best 50 designs selected from the newest and most beautiful patterns this season. Every design represents the judgment of our skilled experts. You will see for yourself what a wide variety you have, not only in color and artistic patterns, but also in range of prices. Ordering your wall paper from this book will prove a big satisfaction. Your paper will be the very latest, most beautiful style, and you will make a worth while saving besides.

AT
8545
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AVERY LIBRARY
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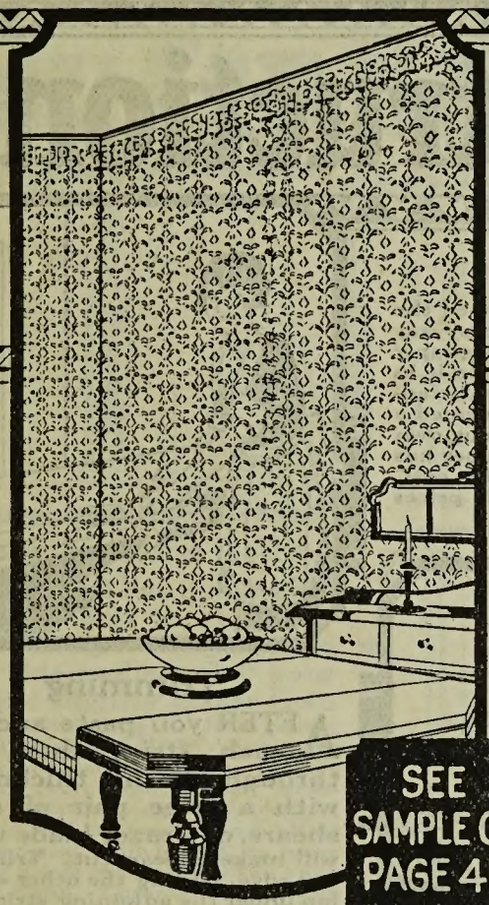
7.50

It's Easy to Hang Wall Paper Yourself *and Save Money*



SEE SAMPLE ON PAGE 46

Beautiful Dining Rooms

Artistic wall paper adds so much to the dining room. It never loses its popularity or goes out of style, and it is a matter of real importance because appetite and digestion are stimulated by pleasant surroundings. There is more good fellowship, and good food tastes better. Like all Franklin De Luxe Wall Papers, our Dining Room Selections cannot be surpassed from a decorative standpoint—or for appropriate excellence in design and real artistic merit. Whatever rooms you decide to decorate you will have the satisfaction of knowing in advance that your walls will fulfill your expectations,—that you will be proud of them and that you have saved more money than you could possibly save in any other way.

Beautiful Rooms for Little Cost

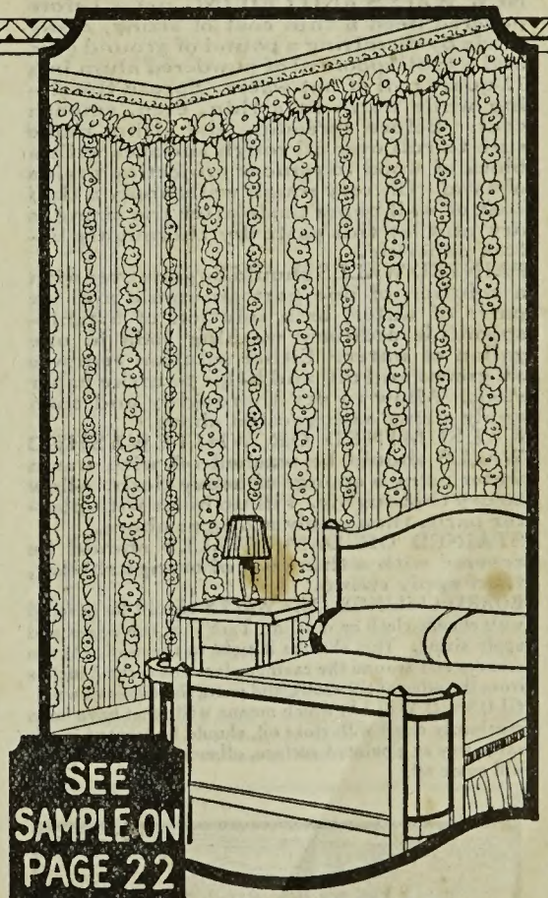
THE art of home making is a deeply founded sentiment which exists in every human heart. Whether your home is elaborate or simple, a mansion or a cozy cottage, this money-saving book of De Luxe Wall Paper can mean to you a truly wonderful source of inspiration, delight and economy. Here is a book which is DIFFERENT from any other you have ever seen. When you use this book it is impossible to make an inartistic selection of wall paper for your home. No matter how many rooms you paper, or what designs you choose, this book gives you positive assurance that your decorations will win the complete approval of the most artistic people who will ever enter your door.

For your LIVING ROOM here are beautiful soft velvety effects which you will really enjoy living with, and which give just the right atmosphere of comfort and friendly feeling. Notice how every selection for the Living Room is in colors so soft and grateful to the eye that the whole effect is rich, quiet elegance of which you will be proud.

In your HALLWAY Franklin Wall Paper will transform cheerless gloom into bright, cordial welcome and grateful remembrance. Study the wonderful patterns especially designed to make dark halls more cheerful, narrowness seem wide, and small halls seem more spacious.

For your BED ROOMS look through the pretty patterns suggesting brightness and sunshine, rest and happy relaxation. Here are the floral stripes so stylish this season. Here are the delicate floral patterns as graceful backgrounds for the popular painted furniture, and light and dark appointments.

Every one of these beautiful papers you can hang in just your spare time with real, fascinating fun. It is all so easy that you will be truly surprised. Read on the following pages our amazingly simple, easy way to hang wall paper yourself and save money.



SEE SAMPLE ON PAGE 22

Save Big Money

All Franklin Wall Papers can be put up with equal satisfaction by the professional or by the inexperienced. Selecting from this book you can never choose a wrong wall paper to spoil the effect you hope for. Your selection will be absolutely RIGHT in every respect. You will have the satisfaction of being your own decorator and seeing the work grow to beautiful results under your own hand. You will be proud of your rooms, and you will save a lot of money.

By Following these Instructions

How to Prepare Your Walls for Papering

NEW WALLS AND CEILING never before papered need a thin coat of sizing, easily made by dissolving a pound of ground glue and a tablespoonful of powdered alum in a 12-quart pail of hot water. Spread the sizing while warm in a thin, even, smooth coat. Before spreading the sizing make sure to rub over all rough surfaces with a block of wood to remove projecting grains of sand. On very rough walls apply a thin coat of wall paper paste after the sizing is dry and let this paste dry thoroughly before papering.

PAINTED WALLS should be gone over with a solution of one part ammonia and six parts of water, or a solution of 5 tablespoonfuls ordinary washing soda in one gallon of water. Either solution removes all grease and oil, and helps to make paper stick. Allow to dry thoroughly and then apply sizing as suggested above.

KALSOMINED OR WHITEWASHED WALLS should be washed off with warm water using a sponge or heavy cloth. Allow to dry thoroughly. Fill up holes with plaster paris, then apply sizing as above.

STAINED OR DAMP WALLS should be covered with a thin coat of orange shellac, then apply sizing.

BOARD CEILINGS AND WALLS should be covered with cheese cloth or muslin. Tack it at the edges and apply sizing. This shrinks it tight to the wall. At the corners and around the casings place the tacks 2 inches from the edge of the cloth, and paste the edges down.

GLOSSED WALLS, which means walls that have been previously sized with gloss oil, should be treated in the same way as a painted surface, otherwise the wall paper will come off.

SEE SAMPLE ON PAGE 26

No Experience Is Needed

IT IS real fun hanging wall paper yourself. You don't need the services of any outside help. Just read over the simple, easy way described in this book and you are all ready to hang your own paper just as satisfactorily as an expert paper hanger. You can do it in your spare time, and not only save money but also have the satisfaction of proudly showing your friends how you have transformed a dull, gloomy room into a bright, cheerful one, all with your own hands. You will take pride that Franklin De Luxe Wall Paper has beautified your home with the latest styles at lowest possible cost, because Franklin "Factory-Direct-To-User" low wholesale prices give you more for your money than in any other way.

Pasting

ALWAYS paste BEFORE you fold or trim. First mix your paste thoroughly. Then cut a roll of paper to length of ceiling or height of wall as case may be, allowing extra for matching patterns. Lay pattern side DOWN on your pasting table, letting ends hang to prevent rolling. With a flat brush start applying paste halfway between the ends and work to one end. Spread paste evenly without lumps or thick layers. Just a thin layer put on smoothly is the easiest to handle.

Folding

AFTER you have applied paste to one-half the length of paper, then fold over (without creasing) the part that is pasted, and bring it back to the center so that the pasted surfaces are flat together and the edges are exactly even. Then apply paste to the other half and fold it back in the same way. Your entire strip of paper is now pasted and folded, and the sides of the paper perfectly even and ready for trimming. Remember to hang each strip as soon as pasted and trimmed. Then paste the next.

Trimming

AFTER you paste and fold each strip, then trim through both thicknesses with a large pair of sharp shears, or a razor blade which will make a clean cut. Trim only one edge, leaving the other edge to lap under the adjoining strip when hanging. Trim straight and even, and right to the edge of the printed pattern. Narrow laps can be made by trimming two-thirds of the other edge, leaving one-quarter inch for lapping. Be sure never to trim your paper before pasting and folding.

BEFORE STARTING
Have These Things Ready

Use any large table for pasting, or if you have no large table, you can easily make a good table with three smooth boards 6 to 8 feet long by 8 to 10 inches wide. Use a long strong plank to stand on to reach up. You will also need paste in a pail, flat paste brush, razor blade or pair of shears, smoothing brush (a whisk broom will do), and a bed castor to roll the seams. Get everything ready before you begin—then it is all simple and easy.

You Can Hang Our Wall Paper Yourself

Hanging Your Ceiling

ALWAYS hang your ceiling first so that any spattering will do no harm to side walls. Cut your paper slightly longer than the ceiling length. Now paste, fold, trim and HANG each strip BEFORE starting the NEXT. Work from right to left when you begin to hang. Unfold right hand end of paper, and allow other end, still folded, to hang over a roll of paper held in your left hand. Commence to apply at corner of room and if there is no molding allow both end and long edge of paper to come down two inches on side walls so that side wall paper will later fit smoothly. Guide, hold and press the paper flat with your right hand. Use your left hand to unfold and to smooth the surface and corners with the smoothing brush. After the first strip is up watch to match your patterns.

How to Make Flour Paste

TO MAKE enough home-made paste for a medium large room rub 3 pints of flour smooth in 2 quarts of cold water. Remove all lumps. Add 8 quarts of boiling water. Boil mixtura slowly 10 minutes, stirring constantly. When cool add 2 tablespoonfuls powdered alum, and stir in well until paste runs off the brush easily and spreads smoothly.

Our Prices Save You Money

DID you ever stop to think that when you buy wall paper from a decorator or a retail store, that included in the price you pay are the profits of 3 to 5 middlemen? The wholesaler, the jobber, the salesman and the retailer all add their separate profits to the price you pay but do not add one cent to the value of the paper you get. This unnecessary expense almost DOUBLES the cost you must pay. But when you buy direct from our factory you save every unnecessary cost. You pay only the factory cost plus ONE small profit. By this plan we are saving hundreds of thousands of dollars every year for others—send us your order and let us save money for you.

Hanging Side Walls

WHEN ceiling is done, start papering side walls. Begin at door or window because corners are seldom straight. Cut strips of paper 4 to 10 inches longer than the height to be papered. This extra allows for waste in matching pattern. See "HOW TO MATCH PATTERNS" on this page. Paste, fold and trim as before. Hang by holding top corners, with both folds open, and let swing against wall. Now smooth with whisk broom. After 10 minutes gently run a bed castor along the seams. If patterns fail to match, quickly remove strip, and try again before paste dries. Then trim bottom end without delay. Mark with back of a knife. Raise bottom, cut along mark, and apply again.

Hanging the Borders

ALWAYS hang the border last. The easy way is to cut lengths 3 or 4 yards long. Avoid getting paste on printed side as it may rub out the colors. After pasting and before hanging, trim off the cut portion of border with scissors very sharp to make a clean edge. Begin hanging from corner of the room, allowing the end to lap over a few inches on the adjoining wall. Brush the border smooth as you proceed. If your ceiling is uneven, measuring from the floor, appearance is improved by starting the border from ceiling's lowest point and running it parallel to the floor all the way around, letting the lapping down ceiling paper fill any space above bordar.

How to Match Patterns

FRANKLIN De Luxe Wall Paper will match patterns perfectly with just a little ordinary care. Depending on whether the design of the pattern is small or large each strip of side wall paper should be cut 4 to 10 inches longer than the distance between floor and ceiling or baseboard and molding. The extra long strips allow you to raise or lower each strip of paper as the pattern may require when hanging. The top of the side wall will be uneven, but this will not show when the border is on. The lower end is trimmed off by raising the paper and carefully trimming with very sharp scissors, and pressing the paper back in place. Be sure to do your trimming at once before the paste dries. If, after hanging a strip you find that the pattern is not satisfactorily matched, it is a simple matter to remove the whole strip and hang it again before the paste dries.

Examine all the rolls for a room before cutting into strips. Do this for the reason that all wall paper is likely to vary in shade. If any variation in color is noticed, sort out the lighter rolls from the darker rolls, and hang all the lighter rolls on one side of the room and the darker on the other. In this way a slight difference in shades will never show.

MATCHING PLAIN PAPERS

PLAIN papers sometimes run a trifle darker on one side than on the opposite side, and you should hang the light edges together and the dark edges together. Simply reverse every second strip when hanging, and then the appearance will be just right. Reversing each strip will make it necessary to trim both edges instead of one, and to butt the edges.

IN RE-ORDERING PAPER

IN ORDERING more paper to finish a job, please send a small sample of the paper you are using so that we may match exactly. This will save time and avoid possibility of arror.

SEE SAMPLE ON PAGE 8

AVERY LIBRARY
COLUMBIA UNIVERSITY

How to Figure Quantity of Wall Paper Needed

See How Easy It Is To Do It This Quick Way

JUST follow this simple way to figure, and finding how much paper you are going to need for any size room is easy. First, find the length and width of the room by measuring the side wall and the end wall. Then find these same dimensions in "size of room" column in handy table at the right. Second, find the height of the room by measuring from ceiling or molding to floor or baseboard.

Next find this measure in one of the "height" columns in the table. Now the table will show you how many double length rolls of Side Wall are needed; also the number of double length rolls of Ceiling; also the number of yards of Border. Remember to deduct ONE double length of Side Wall for every FOUR openings (doors and windows) in the room. And do not forget to order an extra two yards of border to allow for waste when you match the pattern.

In case the size of your room is not exactly like the sizes given in the table, then be sure to use the next larger size which is shown. It is wiser to have a little paper and border left over than to have to send for more. And Franklin "Factory-Direct-to-User" prices are so low that to have one double roll extra is always safer and better than to run short.

Be careful to order by the NUMBER of the paper you select. Find this number on the back of each sample. Do not tear out the samples. Simply give us quantity wanted and the number. Shipping weights and parcel post rates are printed inside the back cover of this book.

Remember that all Franklin De Luxe Wall Paper is put up in DOUBLE ROLLS. In this way you are sure of receiving not only the most beautiful and stylish designs, but you also get 16 YARDS of wall paper in each roll to save you money.

IF YOU WISH ANY SPECIAL INFORMATION, BE SURE TO WRITE US. And if you find it necessary to re-order extra paper to complete a room, always enclose a sample from your first order so that we can match it exactly.

The table cannot be used to figure the ceilings of long hallways. To find the quantity of double rolls of ceiling paper for long hallways, multiply the length in feet by the width in feet and divide by 60.

Size of Room	Double Length Rolls of Side Wall Necessary, According to Height of Room						Yards of Border	Double Length Rolls of Ceiling
	7 Feet	8 Feet	9 Feet	10 Feet	11 Feet	12 Feet		
8 by 8	4	4	5	5	6	6	12	1
8 by 10	4	5	5	6	6	7	13	2
8 by 12	4	5	6	6	7	7	14	2
8 by 14	5	6	6	7	7	8	15	2
9 by 10	4	5	5	6	6	7	13	2
9 by 12	5	5	6	6	7	8	15	2
9 by 14	5	6	6	7	8	8	16	2
9 by 16	5	6	7	8	8	9	17	3
10 by 10	4	5	6	6	7	7	14	2
10 by 12	5	6	6	7	7	8	15	2
10 by 14	5	6	7	7	8	9	17	3
10 by 16	6	6	7	8	9	9	18	3
12 by 12	5	6	7	7	8	9	17	3
12 by 14	6	6	7	8	9	9	18	3
12 by 16	6	7	8	8	9	10	20	4
12 by 18	6	7	8	9	10	10	21	4
13 by 13	6	6	7	8	9	9	18	3
13 by 14	6	7	7	8	9	10	19	3
13 by 15	6	7	8	8	9	10	20	4
13 by 16	6	7	8	9	9	10	20	4
13 by 18	7	8	8	9	10	10	21	4
14 by 14	6	7	8	8	9	10	20	4
14 by 15	6	7	8	9	9	10	20	4
14 by 16	6	7	8	9	10	10	21	4
14 by 18	7	7	8	9	10	11	22	4
15 by 15	6	7	8	9	10	10	21	4
15 by 16	7	8	8	9	10	10	21	4
15 by 18	7	8	9	10	11	11	23	5
15 by 20	7	8	9	10	11	12	24	5
16 by 16	7	7	8	9	10	11	22	4
16 by 18	7	8	9	10	11	12	23	5
16 by 20	8	9	10	11	12	13	25	5

3c

Per SINGLE Roll
(Sold Only in DOUBLE Length Rolls 16 Yards Long, 18 Inches Wide)

IMPORTANT

WHEN comparing our prices with others, remember we sell in Double Length Rolls only, which are twice as long as a single or 8-yard roll.

The FRONT side of this sheet shows an actual sample of the side wall paper for this pattern. The border that matches this pattern, is reduced to about one-third actual size and printed right on the side wall paper to "Show You Just How It Will Look on the Wall."

The border is printed and furnished in separate rolls from the side wall paper.

82c Will buy enough paper of this pattern to paper an entire room 10 x 12 x 8 feet high.

This price covers 5 double rolls of side wall—16 yards of Border and 2 double length rolls of ceiling.

ECONOMY KING

This is printed on the BACK of an Actual Sample of Franklin De Luxe* ECONOMY KING *Wall Paper

THIS is our cheapest paper for you to buy, and while it is inexpensive enough for your kitchen, bathroom or your small hallway, it is pretty enough for any other room in your house. All through this book you will find the same comparative small prices which you pay and big values which you receive to save you money. Both for lowest prices and greatest satisfaction Franklin Wall Paper stands alone. Think of it—your kitchen, hall or bathroom repapered for only 82 cents, and with paper you like, too. "Economy King" is a real tapestry effect, new, tasteful and stylish, with warm friendly colors and a rich oriental cut out border 7½ inches wide. The ceiling is lighter in color to match, and the finished effect will be so pleasing that you will marvel at so much beauty for an amazing price which amounts to almost nothing at all.

Order Numbers and Prices

Side Wall—No. 7000—Per Double Roll..... **6c**
(Shipping weight, 1½ lbs. per Double Roll)

Border—No. 27000—Cut Out, 7½ in. Wide Per Yard **2½c**
(Shipping weight, 1 ounce per Yard)

Ceiling—No. 7001—Per Double Roll..... **6c**
(Shipping weight, 1½ lbs. per Double Roll)

To find out quantity needed for any size room see Page 4
Shipping rates will be found on Inside Back Cover

Franklin De Luxe Wall Papers
THE FRANKLIN PAINT COMPANY, CLEVELAND, OHIO

5c

Per SINGLE Roll

(Sold Only in DOUBLE Length Rolls 16 Yards Long, 18 Inches Wide)

IMPORTANT

WHEN comparing our prices with others, remember we sell in Double Length Rolls only, which are twice as long as a single or 8-yard roll.

The FRONT side of this sheet shows an actual sample of the side wall paper for this pattern. The border that matches this pattern, is reduced to about one-third actual size and printed right on the side wall paper to "Show You Just How It Will Look on the Wall."

The border is printed and furnished in separate rolls from the side wall paper.

$1.18 Will buy enough paper of this pattern to paper an entire room 10 x 12 x 8 feet high.

This price covers 5 double rolls of side wall—16 yards of Border and 2 double length rolls of ceiling.

SAXONY STRIPE

This is printed on the BACK of an Actual Sample of Franklin De Luxe SAXONY STRIPE *Wall Paper*

HERE is a bargain in an all-purpose wall paper. A very neat and attractive pattern at a special low price. This design, combining as it does a subdued blended stripe in delicate tan, shot through by a daintily colored stripe to give it contrast, is a very effective combination on the wall, and one which gives the appearance of costing many times its price.

For an inexpensive paper the SAXONY STRIPE is, we believe, the prettiest pattern and biggest value ever offered. If, however, you can afford a little better grade of paper, you will find a more varied selection of designs in our 8c, 10c and 12c papers.

The cut out border for the Saxony Stripe is 7½ inches wide and made up of a conventional leaf design which matches the side wall very nicely.

Order Numbers and Prices

Side Wall—No. 7008—Per Double Roll..... **10c**
(Shipping weight, 1½ lbs. per Double Roll)

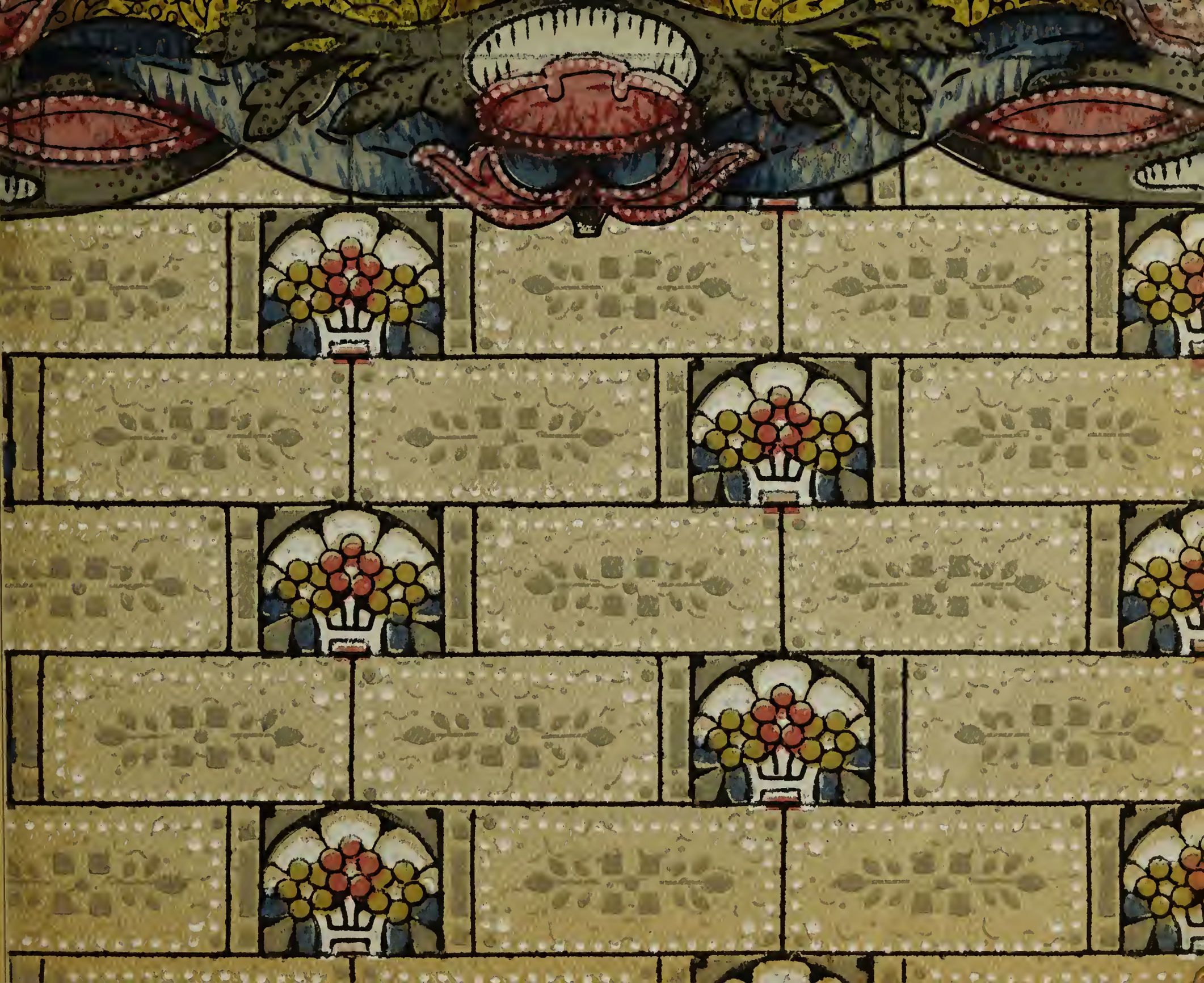
Border—No. 27008—Cut Out, 7½ in. Wide Per Yard **3c**
(Shipping weight, 1 ounce Per Yard)

Ceiling—No. 7009—Per Double Roll..... **10c**
(Shipping weight, 1½ lbs. per Double Roll)

To find out quantity needed for any size room see Page 4
Shipping rates will be found on Inside Back Cover

Franklin De Luxe Wall Papers

THE FRANKLIN PAINT COMPANY, CLEVELAND, OHIO



7c

Per SINGLE Roll

(Sold Only in DOUBLE Length Rolls 16 Yards Long, 18 Inches Wide)

IMPORTANT

WHEN comparing our prices with others, remember we sell in Double Length Rolls only, which are twice as long as a single or 8-yard roll.

The FRONT side of this sheet shows an actual sample of the side wall paper for this pattern. The border that matches this pattern, is reduced to about one-third actual size and printed right on the side wall paper to "Show You Just How It Will Look on the Wall."

The border is printed and furnished in separate rolls from the side wall paper.

$1.54 Will buy enough paper of this pattern to paper an entire room 10 x 12 x 8 feet high.

This price covers 5 double rolls of side wall—16 yards of Border and 2 double length rolls of ceiling.

OLD NETHERLANDS TILE

This is printed on the BACK of an Actual Sample of Franklin De Luxe* OLD NETHERLANDS TILE *Wall Paper

EVEN if you have never been in a real Dutch kitchen with its tiled walls and floor all spotless and shining, your imagination can picture it from this authentic reproduction of a typical Holland effect.

In your own kitchen or bath room this tidy paper will create for you the very same novel and charming appearance of neat simplicity—crisp, cool and colorful.

Best of all this dainty pattern is just right to give you all the light you need, and also enough gray tone not to show soil or become dingy.

Here is novelty, style, beauty and very low price all combined in a paper of which you will never tire.

Order Numbers and Prices

Side Wall—No. 7002—Per Double Roll..... **14c**
(Shipping weight, 1½ lbs. per Double Roll)

Border—No. 27002—Cut Out, 4½ in. Wide Per Yard **3½c**
(Shipping weight, 1 ounce per Yard)

Ceiling—No. 7003—Per Double Roll..... **14c**
(Shipping weight, 1½ lbs. per Double Roll)

To find out quantity needed for any size room see Page 4
Shipping rates will be found on Inside Back Cover

Franklin De Luxe Wall Papers

THE FRANKLIN PAINT COMPANY, CLEVELAND, OHIO

THISTLEDOWN TAPESTRY

This is printed on the BACK of an Actual Sample of Franklin De Luxe* THISTLEDOWN TAPESTRY *Wall Paper

7½c

Per SINGLE Roll

(Sold Only in DOUBLE Length Rolls 16 Yards Long, 18 Inches Wide)

IMPORTANT

WHEN comparing our prices with others, remember we sell in Double Length Rolls only, which are twice as long as a single or 8-yard roll.

The FRONT side of this sheet shows an actual sample of the side wall paper for this pattern. The border that matches this pattern, is reduced to about one-third actual size and printed right on the side wall paper to "Show You Just How It Will Look on the Wall."

The border is printed and furnished in separate rolls from the side wall paper.

$1.69 Will buy enough paper of this pattern to paper an entire room 10 x 12 x 8 feet high.

This price covers 5 double rolls of side wall—16 yards of Border and 2 double length rolls of ceiling.

NOTHING is quite so cozy and comfortable—so warm and restful—on the walls of a living room, parlor, library or hall than a tapestry paper in the soft neutral shades of tan, brown and gray. Here in THISTLEDOWN we offer you that kind of a tapestry paper which can be used in most any room in the house; and at the price we ask it is the most economical tapestry paper you can buy.

This pattern will harmonize perfectly with any kind of woodwork, floor or furniture. If you want a rich paper at a low price we recommend the THISTLEDOWN because it has a design and coloring that you will never tire of, and one that is not easily soiled. The cut out border is 9 inches wide and includes a base band 1¼ inches wide which you can cut off and use above the baseboard.

Order Numbers and Prices

Side Wall—No. 7004—Per Double Roll..... **15c**
(Shipping weight, 1½ lbs. per Double Roll)

Border—No. 27004—Cut Out, 9 in. Wide Per Yard **4c**
(Shipping weight, 1 ounce Per Yard)

Ceiling—No. 7005—Per Double Roll..... **15c**
(Shipping weight, 1½ lbs. per Double Roll)

To find out quantity needed for any size room see Page 4
Shipping rates will be found on Inside Back Cover

Franklin De Luxe Wall Papers

THE FRANKLIN PAINT COMPANY; CLEVELAND, OHIO

8c

Per SINGLE Roll

(Sold Only in DOUBLE Length Rolls 16 Yards Long, 18 Inches Wide)

IMPORTANT

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The FRONT side of this sheet shows an actual sample of the side wall paper for this pattern. The border that matches this pattern, is reduced to about one-third actual size and printed right on the side wall paper to "Show You Just How It Will Look on the Wall."

The border is printed and furnished in separate rolls from the side wall paper.

$1.78 Will buy enough paper of this pattern to paper an entire room 10 x 12 x 8 feet high.

This price covers 5 double rolls of side wall—16 yards of Border and 2 double length rolls of ceiling.

SAMURAI JAPAN CLOTH

This is printed on the BACK of an Actual Sample of Franklin De Luxe SAMURAI JAPAN CLOTH *Wall Paper*

FOR hall, staircase, den, library or wherever you need a real serviceable paper which will not show soil or fingermarks, and yet will give you a stylish, attractive pattern.

This paper is one of the most popular this season. With blended orchid, azure and saffron it reproduces the wonderful oriental weaves of wools, silks and native grasses.

With its accompanying handsome cut-out border a full 9 inches wide there is a bold and striking contrast which gives a decorative effect unsurpassed for richness and quiet, colorful luxury. This is one of the best bargains in this book.

Order Numbers and Prices

Side Wall—No. 7010—Per Double Roll..... **16c**
(Shipping weight, 1½ lbs. per Double Roll)

Border—No. 27010—Cut Out, 9 in. Wide Per Yard **4c**
(Shipping weight, 1 ounce Per Yard)

Ceiling—No. 7011—Per Double Roll..... **16c**
(Shipping weight, 1½ lbs. per Double Roll)

To find out quantity needed for any size room see Page 4
Shipping rates will be found on Inside Back Cover

Franklin De Luxe Wall Papers

THE FRANKLIN PAINT COMPANY, CLEVELAND, OHIO

LA GRANADA TAPESTRY

This is printed on the BACK of an Actual Sample of Franklin De Luxe LA GRANADA TAPESTRY *Wall Paper*

8½c

Per SINGLE Roll

(Sold Only in DOUBLE Length Rolls 16 Yards Long, 18 Inches Wide)

IMPORTANT

WHEN comparing our prices with others, remember we sell in Double Length Rolls only, which are twice as long as a single or 8-yard roll.

The FRONT side of this sheet shows an actual sample of the side wall paper for this pattern. The border that matches this pattern, is reduced to about one-third actual size and printed right on the side wall paper to "Show You Just How It Will Look on the Wall."

The border is printed and furnished in separate rolls from the side wall paper.

$1.83 Will buy enough paper of this pattern to paper an entire room 10 x 12 x 8 feet high.

This price covers 5 double rolls of side wall—16 yards of Border and 2 double length rolls of ceiling.

NO WONDER this pattern is so much in demand. Colorful enough to bring cheer to any room and yet the colors are soft-toned enough to be quiet and in good taste always.

For Living Room, Parlor, Dining Room or Hall, these oriental-tone tapestry designs are very stylish because they have just enough color to give them character and to make the room look warm and inviting.

The cut out border is 8½ inches wide and blends so beautifully with the side wall that it gives a most delightful finishing touch to the room.

An excellent quality, an attractive pattern and a remarkably low price.

Order Numbers and Prices

Side Wall—No. 7006—Per Double Roll..... **17c**
(Shipping weight, 1½ lbs. per Double Roll)

Border—No. 27006—Cut Out, 8½ in. Wide Per Yard **4c**
(Shipping weight, 1 ounce Per Yard)

Ceiling—No. 7007—Per Double Roll..... **17c**
(Shipping weight, 1½ lbs. per Double Roll)

To find out quantity needed for any size room see Page 4
Shipping rates will be found on Inside Back Cover

Franklin De Luxe Wall Papers

THE FRANKLIN PAINT COMPANY; CLEVELAND; OHIO

8½c

Per SINGLE Roll

(Sold Only in DOUBLE Length Rolls 16 Yards Long, 18 Inches Wide)

IMPORTANT

WHEN comparing our prices with others, remember we sell in Double Length Rolls only, which are twice as long as a single or 8-yard roll.

The FRONT side of this sheet shows an actual sample of the side wall paper for this pattern. The border that matches this pattern, is reduced to about one-third actual size and printed right on the side wall paper to "Show You Just How It Will Look on the Wall."

The border is printed and furnished in separate rolls from the side wall paper.

$1.83 Will buy enough paper of this pattern to paper an entire room 10 x 12 x 8 feet high.

This price covers 5 double rolls of side wall—16 yards of Border and 2 double length rolls of ceiling.

RADIANT GARLANDS

This is printed on the BACK of an Actual Sample of Franklin De Luxe RADIANT GARLANDS *Wall Paper*

NOT until they are actually on the wall will you realize how pretty these gay garlanded stripes really are. A sample can hardly show how the stripes heighten the room, and how the warm brown-gray of the background has a receding effect on the walls. This pattern goes back to the art of early France. It has beauty and strength, and a note of neatness and dignity in keeping with your most important sleeping room. You will like this pattern more than all else because it is so different—a pattern to be admired by every member of your family and friends. With its soft pastel colorings and its slender garlands tied into a veritable pergola of flowers by the artistic 7-inch border and 1¼-inch baseband, you have an effect unsurpassed for daintiness, economy and beauty.

Order Numbers and Prices

Side Wall—No. 7014—Per Double Roll..... **17c**
(Shipping weight, 1½ lbs. per Double Roll)

Border—No. 27014—Cut Out, 7 in. Wide Per Yard **4c**
(Shipping weight, 1 ounce Per Yard)

Ceiling—No. 7015—Per Double Roll..... **17c**
(Shipping weight, 1½ lbs. per Double Roll)

To find out quantity needed for any size room see Page 4
Shipping rates will be found on Inside Back Cover

Franklin De Luxe Wall Papers

THE FRANKLIN PAINT COMPANY, CLEVELAND, OHIO

9c

Per SINGLE Roll

(Sold Only in DOUBLE Length Rolls 16 Yards Long, 18 Inches Wide)

IMPORTANT

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The FRONT side of this sheet shows an actual sample of the side wall paper for this pattern. The border that matches this pattern, is reduced to about one-third actual size and printed right on the side wall paper to "Show You Just How It Will Look on the Wall."

The border is printed and furnished in separate rolls from the side wall paper.

$1.98 Will buy enough paper of this pattern to paper an entire room 10 x 12 x 8 feet high.

This price covers 5 double rolls of side wall—16 yards of Border and 2 double length rolls of ceiling.

DOGWOOD BLOSSOMS

This is printed on the BACK of an Actual Sample of Franklin De Luxe* DOGWOOD BLOSSOMS *Wall Paper

MANY of our loveliest bedroom styles have come from reproductions of the exquisite old linens and prints imported from Madras in the Seventeenth Century. This dainty DOGWOOD BLOSSOMS pattern is one of this type and combines the gaiety of an airy chintz with the soft toned pastel colors.

Bedrooms can be dull and drab and cheerless, but any bedroom papered with DOGWOOD BLOSSOMS will be transformed into an unusual bright, cozy spot. And our low price is as attractive as the paper itself.

The cut out border is in perfect harmony with the side wall pattern, and contains a narrow base-band strip which you can use along the base moulding if you wish.

Order Numbers and Prices

Side Wall—No. 7012—Per Double Roll..... **18c**
(Shipping Weight, 1½ lbs. per Double Roll)

Border—No. 2702—Cut Out, 7 in. Wide Per Yard **4½c**
(Shipping weight, 1 ounce Per Yard)

Ceiling—No. 7013—Per Double Roll..... **18c**
(Shipping weight, 1½ lbs. per Double Roll)

To find out quantity needed for any size room see Page 4
Shipping rates will be found on Inside Back Cover

Franklin De Luxe Wall Papers

THE FRANKLIN PAINT COMPANY, CLEVELAND, OHIO

10c

Per SINGLE Roll

(Sold Only in DOUBLE Length Rolls 16 Yards Long, 18 Inches Wide)

IMPORTANT

WHEN comparing our prices with others, remember we sell in Double Length Rolls only, which are twice as long as a single or 8-yard roll.

The FRONT side of this sheet shows an actual sample of the side wall paper for this pattern. The border that matches this pattern, is reduced to about one-third actual size and printed right on the side wall paper to "Show You Just How It Will Look on the Wall."

The border is printed and furnished in separate rolls from the side wall paper.

$2.20 Will buy enough paper of this pattern to paper an entire room 10 x 12 x 8 feet high.

This price covers 5 double rolls of side wall—16 yards of Border and 2 double length rolls of ceiling.

WISTARIA VINE

This is printed on the BACK of an Actual Sample of Franklin De Luxe WISTARIA VINE *Wall Paper*

THIS is a distinctly different pattern from the usual run and also one of the prettiest of medium price bedroom papers which we offer. To the womenfolks especially the delightful daintiness and exquisite simplicity of this design will have an instant appeal. Use this all-over pattern in any bedroom and it will transform it into a bright cheerful room and yet it is a paper that will not soil easily.

The cut out border is 6½ inches deep and its graceful blend of bright flowers will harmonize with the side wall perfectly. There is also a base band 1½ inches wide which you can use if you desire. And the exceptional low price which we ask makes this pattern doubly attractive.

Order Numbers and Prices

Side Wall—No. 7016—Per Double Roll..... **20c**
(Shipping weight, 1½ lbs. per Double Roll)

Border—No. 27016—Cut Out, 6½ in. Wide Per Yard **5c**
(Shipping weight, 1 ounce per Yard)

Ceiling—No. 7017—Per Double Roll..... **20c**
(Shipping weight, 1½ lbs. per Double Roll)

To find out quantity needed for any size room see Page 4
Shipping rates will be found on Inside Back Cover

Franklin De Luxe Wall Papers

THE FRANKLIN PAINT COMPANY, CLEVELAND, OHIO

12½c

Per SINGLE Roll

(Sold Only in DOUBLE Length Rolls 16 Yards Long, 18 Inches Wide)

IMPORTANT

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The FRONT side of this sheet shows an actual sample of the side wall paper for this pattern. The border that matches this pattern, is reduced to about one-third actual size and printed right on the side wall paper to "Show You Just How It Will Look on the Wall."

The border is printed and furnished in separate rolls from the side wall paper.

$2.63 Will buy enough paper of this pattern to paper an entire room 10 x 12 x 8 feet high.

This price covers 5 double rolls of side wall—16 yards of Border and 2 double length rolls of ceiling.

VELVET ST. REGIS

This is printed on the BACK of an Actual Sample of Franklin De Luxe VELVET ST. REGIS *Wall Paper*

IF YOU want to be sure that your home is stylish and in good taste, and that it also has the additional charm of being decidedly different and delightfully unusual, then you will select this old cathedral tapestry pattern for your living room, your library, or any room in your house. No truly artistic person can help liking this design, and when your first full length strip hangs on your wall you will rejoice. Velvet St. Regis is even prettier than most antique color combinations of blue and old ivory, for it is laced with threads of gold; and the handsome border 7 inches wide is set off with bolder velvet shades in striking harmony. No matter where you put it you will like this lovely pattern,—but more than anything else you will like it because it is different, tasteful and economical all in one.

Order Numbers and Prices

Side Wall—No. 7018—Per Double Roll..... **25c**
(Shipping weight, 1¼ lbs. per Double Roll)

Border—No. 27018—Cut Out, 7 in. Wide Per Yard **5½c**
(Shipping weight, 1 ounce Per Yard)

Ceiling—No. 7019—Per Double Roll..... **25c**
(Shipping weight, 1¼ lbs. per Double Roll)

To find out quantity needed for any size room see Page 4
Shipping rates will be found on Inside Back Cover

Franklin De Luxe Wall Papers

THE FRANKLIN PAINT COMPANY, CLEVELAND, OHIO

11c

Per SINGLE Roll

(Sold Only in DOUBLE Length Rolls 16 Yards Long, 18 Inches Wide)

IMPORTANT

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The FRONT side of this sheet shows an actual sample of the side wall paper for this pattern. The border that matches this pattern, is reduced to about one-third actual size and printed right on the side wall paper to "Show You Just How It Will Look on the Wall."

The border is printed and furnished in separate rolls from the side wall paper.

$2.34 Will buy enough paper of this pattern to paper an entire room 10 x 12 x 8 feet high.

This price covers 5 double rolls of side wall—16 yards of Border and 2 double length rolls of ceiling.

GRAYMERE CHINTZ

This is printed on the BACK of an Actual Sample of Franklin De Luxe* GRAYMERE CHINTZ *Wall Paper

HERE is an unusually beautiful pattern which will be appropriate in most any room in the house. A leafy background of soft gray tones, sprinkled with delicate blues, rose pinks and tans which give just enough life to this De Luxe pattern to make it distinctive.

Truly this pattern is an unusual value at the price we ask per roll. For Living Rooms, Parlors and Halls it is one of the most popular designs we carry. And it is very good taste for Bedrooms and Sewing rooms. You can choose the Graymere Chintz for almost any room in your home with the assurance that you will be delighted with it after it is on the wall.

The cut out border, 9 inches wide, harmonizes perfectly, and there are just enough soft blue and rose tints to set off the cool gray background of the side wall paper.

Order Numbers and Prices

Side Wall	—No. 7020—Per Double Roll ..... (Shipping weight per Double Roll 1½ lbs.)	22c
Border	—No. 27020—Cut Out, 9 in. Wide Per Yd. (Shipping weight, Per Yard 1 ounce)	5c
Ceiling	—No. 7021—Per Double Roll ..... (Shipping weight, per Double Roll 1½ lbs.)	22c

To find out quantity needed for any size room see Page 4
Shipping rates will be found on Inside Back Cover

Franklin De Luxe Wall Papers

THE FRANKLIN PAINT COMPANY, CLEVELAND, OHIO

10c

Per SINGLE Roll

(Sold Only in DOUBLE Length Rolls 16 Yards Long, 18 Inches Wide)

IMPORTANT

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The border is printed and furnished in separate rolls from the side wall paper.

$2.20 Will buy enough paper of this pattern to paper an entire room 10 x 12 x 8 feet high.

This price covers 5 double rolls of side wall—16 yards of Border and 2 double length rolls of ceiling.

SILVER-BLUE STRIPE

This is printed on the BACK of an Actual Sample of Franklin De Luxe SILVER-BLUE STRIPE *Wall Paper*

ONCE you see this lovely banded paper on your bedroom wall you will thank us many times for urging you to be sure to have a stripe design for your daintiest selection. The simplicity of this paper and its fresh clear colors and the way it makes small rooms seem larger and higher, and dark rooms lighter and airier, are all features which you cannot get in any other way. You will look a long time before you see a striped effect so tidy and pretty as this Silver-Blue. With its cheery cut-out flower border a full 5½ inches wide your bedroom will be the last word in graceful charm. Silver-Blue is a striking example of how much a little money spent on Franklin De Luxe Wall Paper will do for your home to make it more livable and beautiful.

Order Numbers and Prices

Side Wall—No. 7022—Per Double Roll..... **20c**
(Shipping weight, 1½ lbs. per Double Roll)

Border—No. 27022—Cut Out, 5½ in. Wide Per Yard **5c**
(Shipping weight, 1 ounce Per Yard)

Ceiling—No. 7023—Per Double Roll..... **20c**
(Shipping weight, 1½ lbs. per Double Roll)

To find out quantity needed for any size room see Page 4
Shipping rates will be found on Inside Back Cover

Franklin De Luxe Wall Papers

THE FRANKLIN PAINT COMPANY, CLEVELAND, OHIO

11½c

Per SINGLE Roll

(Sold Only in DOUBLE Length Rolls 16 Yards Long, 18 Inches Wide)

IMPORTANT

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The FRONT side of this sheet shows an actual sample of the side wall paper for this pattern. The border that matches this pattern, is reduced to about one-third actual size and printed right on the side wall paper to "Show You Just How It Will Look on the Wall."

The border is printed and furnished in separate rolls from the side wall paper.

$2.49 Will buy enough paper of this pattern to paper an entire room 10 x 12 x 8 feet high.

This price covers 5 double rolls of side wall—16 yards of Border and 2 double length rolls of ceiling.

ROSELAND BOWER

This is printed on the BACK of an Actual Sample of Franklin De Luxe ROSELAND BOWER *Wall Paper*

IT WOULD be easy to pay two or three times the price we ask here and still not get a bedroom paper which would be half so dainty and charming as our ROSELAND BOWER.

Here is a quaint coloring of orchid pinks, warm yellows and dainty blues and through the background flashes the sheen of a silvery cross stripe which gives it that rosy bower effect. To choose this charming pattern is certain assurance that it will transform any room into a lasting delight for you.

The cut-out border is 9 inches wide and beautifully appropriate for this flowery pattern.

Order Numbers and Prices

Side Wall—No. 7024—Per Double Roll..... **23c**
(Shipping Weight, 1½ lbs. per Double Roll)

Border—No. 27024—Cut Out, 9 in. Wide Per Yard **5½c**
(Shipping weight, 1 ounce Per Yard)

Ceiling—No. 7025—Per Double Roll..... **23c**
(Shipping weight, 1½ lbs. per Double Roll)

To find out quantity needed for any size room see Page 4
Shipping rates will be found on Inside Back Cover

Franklin De Luxe Wall Papers

THE FRANKLIN PAINT COMPANY, CLEVELAND, OHIO

12c

Per SINGLE Roll

(Sold Only in DOUBLE Length Rolls 16 Yards Long, 18 Inches Wide)

IMPORTANT

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The FRONT side of this sheet shows an actual sample of the side wall paper for this pattern. The border that matches this pattern, is reduced to about one-third actual size and printed right on the side wall paper to "Show You Just How It Will Look on the Wall."

The border is printed and furnished in separate rolls from the side wall paper.

$2.56 Will buy enough paper of this pattern to paper an entire room 10 x 12 x 8 feet high.

This price covers 5 double rolls of side wall—16 yards of Border and 2 double length rolls of ceiling.

MOHAIR WEAVE

This is printed on the BACK of an Actual Sample of Franklin De Luxe MOHAIR WEAVE *Wall Paper*

TO CREATE an atmosphere of quiet luxury and good taste, there is nothing that can approach this rich shaded stripe pattern. Here is one pattern which can never be fully appreciated until you see it on the wall. The unobtrusive tones of browns, greens and blues which are woven with a silvery thread through the background of this pattern are so softly blended together that the MOHAIR WEAVE will harmonize perfectly with the woodwork or furniture in any room in the house. For Parlors, Living Rooms or Halls it will give you an unusually attractive effect. And can you imagine anything more neat and tasteful for a sewing room or den?

The cut out border is 9 inches wide and full of color. We recommend that you use it with the side wall to give the final touch of bright color to the room.

Order Numbers and Prices

Side Wall—No. 7026—Per Double Roll..... **24c**
(Shipping weight, 1½ lbs. per Double Roll)

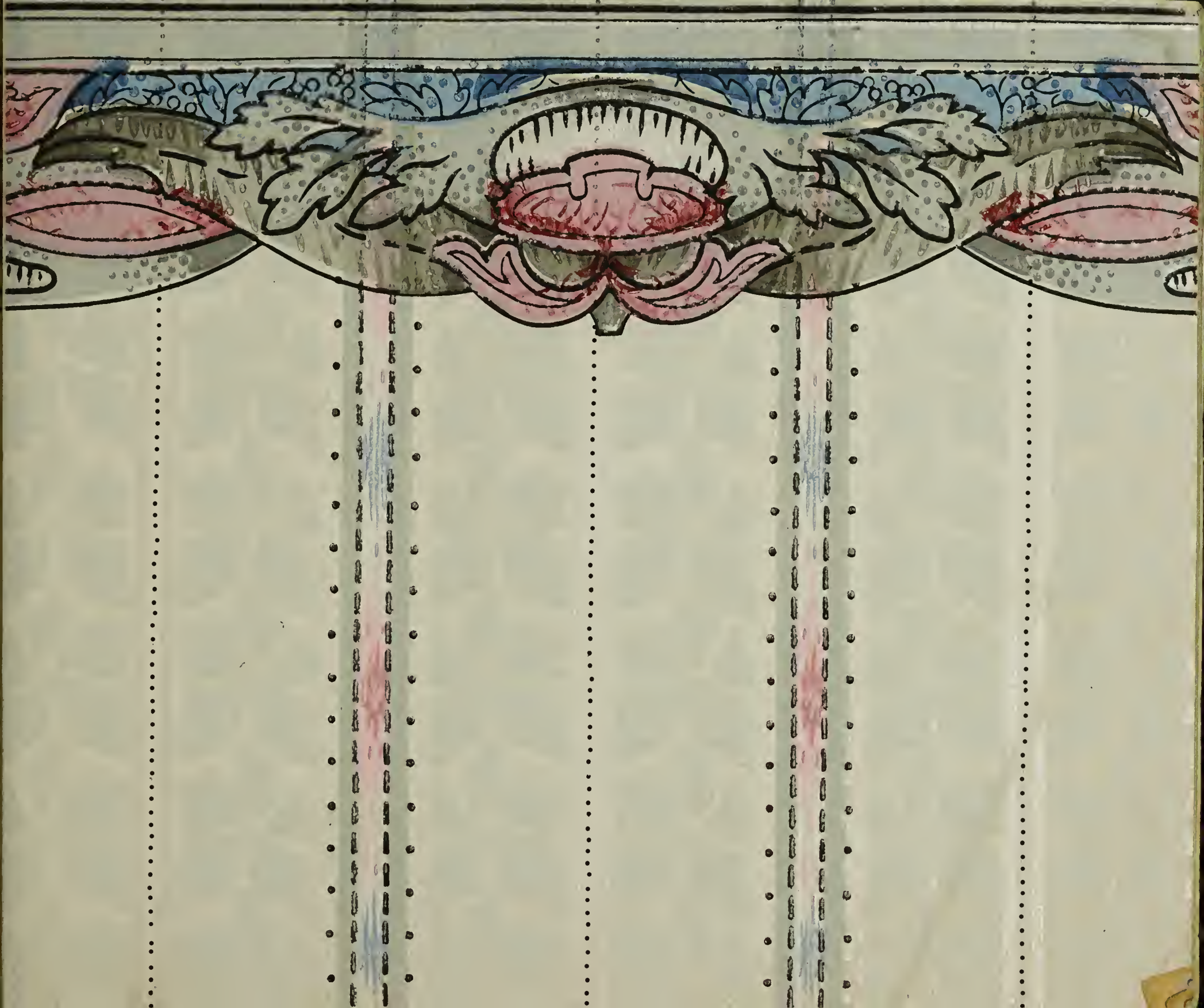
Border—No. 27026—Cut Out, 9 in. Wide Per Yard **5½c**
(Shipping weight, 1 ounce per Yard)

Ceiling—No. 7027—Per Double Roll..... **24c**
(Shipping weight, 1½ lbs. per Double Roll)

To find out quantity needed for any size room see Page 4
Shipping rates will be found on Inside Back Cover

Franklin De Luxe Wall Papers

THE FRANKLIN PAINT COMPANY, CLEVELAND, OHIO



12c

Per SINGLE Roll

(Sold Only in DOUBLE Length Rolls 16 Yards Long, 18 Inches Wide)

IMPORTANT

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The border is printed and furnished in separate rolls from the side wall paper.

$2.56 Will buy enough paper of this pattern to paper an entire room 10 x 12 x 8 feet high.

This price covers 5 double rolls of side wall—16 yards of Border and 2 double length rolls of ceiling.

PILGRIM STRIPE

This is printed on the BACK of an Actual Sample of Franklin De Luxe PILGRIM STRIPE *Wall Paper*

IS IT any wonder that colonial bedrooms are so popular this season, when there are wall papers like Pilgrim Stripe for so little to pay? See how home-like this design is.

The colonial simplicity has been relieved by a modern color stripe set off by a gay conventional border 4½ inches wide. The effect is just the right quiet dignity with the correct amount of natural restraint for true colonial style, and yet the combined beauty is so unaffected that it is absolutely charming.

For a tidy, cozy and really pretty bedroom which you want to make appear larger and higher than it actually is, Pilgrim Stripe will give you smartness and neatness at extremely low cost.

Order Numbers and Prices

Side Wall—No. 7030—Per Double Roll..... **24c**
(Shipping weight, 1½ lbs. per Double Roll)

Border—No. 27030—Cut Out, 4½ in. Wide Per Yard **5½c**
(Shipping weight, 1 ounce Per Yard)

Ceiling—No. 7031—Per Double Roll..... **24c**
(Shipping weight, 1½ lbs. per Double Roll)

To find out quantity needed for any size room see Page 4
Shipping rates will be found on Inside Back Cover

Franklin De Luxe Wall Papers

THE FRANKLIN PAINT COMPANY; CLEVELAND, OHIO

13c

Per SINGLE Roll

(Sold Only in DOUBLE Length Rolls
16 Yards Long, 18 Inches Wide)

IMPORTANT

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The FRONT side of this sheet shows an actual sample of the side wall paper for this pattern. The border that matches this pattern, is reduced to about one-third actual size and printed right on the side wall paper to "Show You Just How It Will Look on the Wall."

The border is printed and furnished in separate rolls from the side wall paper.

$2.70 Will buy enough paper of this pattern to paper an entire room 10 x 12 x 8 feet high.

This price covers 5 double rolls of side wall—16 yards of Border and 2 double length rolls of ceiling.

SNOWDON BLEND

This is printed on the BACK of an Actual Sample of Franklin De Luxe* SNOWDON BLEND *Wall Paper

IT WOULD be hard to duplicate in any other form this entrancing all-over design which unites glinting color with great depth of tone. Here is the ideal paper for a bedroom when you wish to give the appearance of increased size without sacrifice of cozy restfulness. And if you also want a paper very modern in color, then here you also have the last word in stylish pastel shades. Notice how the sunrise pink and blue have tinted the snow covered leaves, high-lighting them against the gray tapestry tone. This is one of the most artistic patterns we show, and you will scarcely realize when you see it on your walls that it could have cost so little. The special 6-inch cut-out border is also out of the ordinary, and completes the walls to perfection. You will never cease to enjoy this beautiful design, and will be more than pleased with your bargain.

Order Numbers and Prices

Side Wall—No. 7032—Per Double Roll..... **26c**
(Shipping weight, 1½ lbs. per Double Roll)

Border—No. 27032—Cut Out, 6 in. Wide Per Yard **5½c**
(Shipping weight, 1 ounce Per Yard)

Ceiling—No. 7033—Per Double Roll..... **26c**
(Shipping weight, 1½ lbs. per Double Roll)

To find out quantity needed for any size room see Page 4
Shipping rates will be found on Inside Back Cover

Franklin De Luxe Wall Papers

THE FRANKLIN PAINT COMPANY, CLEVELAND, OHIO

11½c

Per SINGLE Roll

(Sold Only in DOUBLE Length Rolls 16 Yards Long, 18 Inches Wide)

IMPORTANT

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The border is printed and furnished in separate rolls from the side wall paper.

$2.33 Will buy enough paper of this pattern to paper an entire room 10 x 12 x 8 feet high.

This price covers 5 double rolls of side wall—16 yards of Border and 2 double length rolls of ceiling.

ROSEMARY STRIPE

This is printed on the BACK of an Actual Sample of Franklin De Luxe ROSEMARY STRIPE *Wall Paper*

IF YOU want a bedroom that carries a constant atmosphere of refreshing springtime the year 'round then use this delightful rosy stripe on its wall.

For clean, refreshing, daintiness you will find no pattern that can surpass this one, and it makes no difference what shape the room is, a striped paper always makes a perfect background for the furniture and drapes of any hue.

You could wish for no prettier color combination than this and you will find that the ROSEMARY STRIPE will keep that neat, clean and dainty look for an unusually long time.

The border cut out is 6 inches wide and a most colorful blend of riotous, flowery tints.

Order Numbers and Prices

Side Wall—No. 7034—Per Double Roll..... **23c**
(Shipping weight, 1½ lbs. per Double Roll)

Border—No. 37034—Cut Out, 6 in. Wide Per Yard **4½c**
(Shipping weight, 1 ounce Per Yard)

Ceiling—No. 7035—Per Double Roll..... **23c**
(Shipping weight, 1½ lbs. per Double Roll)

To find out quantity needed for any size room see Page 4
Shipping rates will be found on Inside Back Cover

Franklin De Luxe Wall Papers

THE FRANKLIN PAINT COMPANY, CLEVELAND, OHIO

12½c

Per SINGLE Roll

(Sold Only in DOUBLE Length Rolls 16 Yards Long, 18 Inches Wide)

IMPORTANT

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The border is printed and furnished in separate rolls from the side wall paper.

$2.63 Will buy enough paper of this pattern to paper an entire room 10 x 12 x 8 feet high.

This price covers 5 double rolls of side wall—16 yards of Border and 2 double length rolls of ceiling.

PRIMROSE CHINTZ

This is printed on the BACK of an Actual Sample of Franklin De Luxe* PRIMROSE CHINTZ *Wall Paper

HERE is brightness and sunshine suitable for every upstairs room in your home. And if you have a room with a great amount of wall space, then this is one of the very best selections you can possibly choose. The all-over pattern of delicate blossoms of primrose and forget-me-nots will fill all the empty looking wall spaces which have spoiled the room for you, and will make the whole appearance cozy and cheerful as never before. Notice how the pretty cut-out border 7½ in. wide matches the paper so perfectly that it seems to be part of it. The whole effect is so pleasing and so low in price that this paper is sure to be among the most popular this season.

Order Numbers and Prices

Side Wall—No. 7036—Per Double Roll..... **25c**
(Shipping Weight, 1½ lbs. per Double Roll)

Border—No. 2736—Cut Out, 7½ in. Wide Per Yard **5½c**
(Shipping weight, 1 ounce Per Yard)

Ceiling—No. 7037—Per Double Roll..... **25c**
(Shipping weight, 1½ lbs. per Double Roll)

To find out quantity needed for any size room see Page 4
Shipping rates will be found on Inside Back Cover

Franklin De Luxe Wall Papers

THE FRANKLIN PAINT COMPANY, CLEVELAND, OHIO

12 1/2c

Per SINGLE Roll

(Sold Only in DOUBLE Length Rolls 16 Yards Long, 18 Inches Wide)

IMPORTANT

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The FRONT side of this sheet shows an actual sample of the side wall paper for this pattern. The border that matches this pattern, is reduced to about one-third actual size and printed right on the side wall paper to "Show You Just How It Will Look on the Wall."

The border is printed and furnished in separate rolls from the side wall paper.

$2.71 Will buy enough paper of this pattern to paper an entire room 10 x 12 x 8 feet high.

This price covers 5 double rolls of side wall—16 yards of Border and 2 double length rolls of ceiling.

SILKWOOD OF FLANDERS

This is printed on the BACK of an Actual Sample of Franklin De Luxe* SILKWOOD OF FLANDERS *Wall Paper

HERE is a wonderful design which goes back to the old Flemish wood carvers whose beautiful works were copied by the weavers of Flanders who used the same designs in their lovely woven hangings of silks and fabrics. You will find this wall paper in homes where decorations are notably artistic. See how the clear bands of carving are illuminated with blue and gold in the old Flemish manner, and how they stand out in contrast against the quaint weaving of leaves which form the lighter stripe. There is a harmonizing border 7 inches wide, and also a baseband to match, 1¼ inches wide, for the lower edge. By all means select this pattern if you want real art together with a dark design which will resist soiling. For hall or stairway you cannot select a more appropriate paper for a money-saving price.

Order Numbers and Prices

Side Wall—No. 7038—Per Double Roll..... **25c**
(Shipping weight, 1½ lbs. per Double Roll)

Border—No. 27038—Cut Out, 7 in. Wide Per Yard **6c**
(Shipping weight, 1 ounce per Yard)

Ceiling—No. 7039—Per Double Roll..... **25c**
(Shipping weight, 1½ lbs. per Double Roll)

To find out quantity needed for any size room see Page 4
Shipping rates will be found on Inside Back Cover

Franklin De Luxe Wall Papers

THE FRANKLIN PAINT COMPANY, CLEVELAND, OHIO

13c

Per SINGLE Roll

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$2.62 Will buy enough paper of this pattern to paper an entire room 10 x 12 x 8 feet high.

This price covers 5 double rolls of side wall—16 yards of Border and 2 double length rolls of ceiling.

LUZERNE GRAY

This is printed on the BACK of an Actual Sample of Franklin De Luxe LUZERNE GRAY *Wall Paper*

ALL the quaintness and cozy charm of the old Colonial home is preserved for you in this beautiful Luzerne Gray. For parlors, hallways and light, cheery dining rooms it will transform ordinary appearance into something that is genuine distinction. In the leafy pattern the artist has duplicated faithfully one of the prettiest old-time papers, and on your walls this lovely soft gray design will give just the right touch to win the admiration of all who see it. Notice how appropriately the bright border (4½ in. wide) sets off the gray by contrast, and in this way makes the combination into the modern style. We cannot speak too highly of the real artistry and tastefulness of this selection. If you can afford to decorate at all then by all means give your pleasure and your purse the benefit of this wonderful bargain offer.

Order Numbers and Prices

Side Wall—No. 7040—Per Double Roll..... **26c**
(Shipping weight, 1½ lbs. per Double Roll)

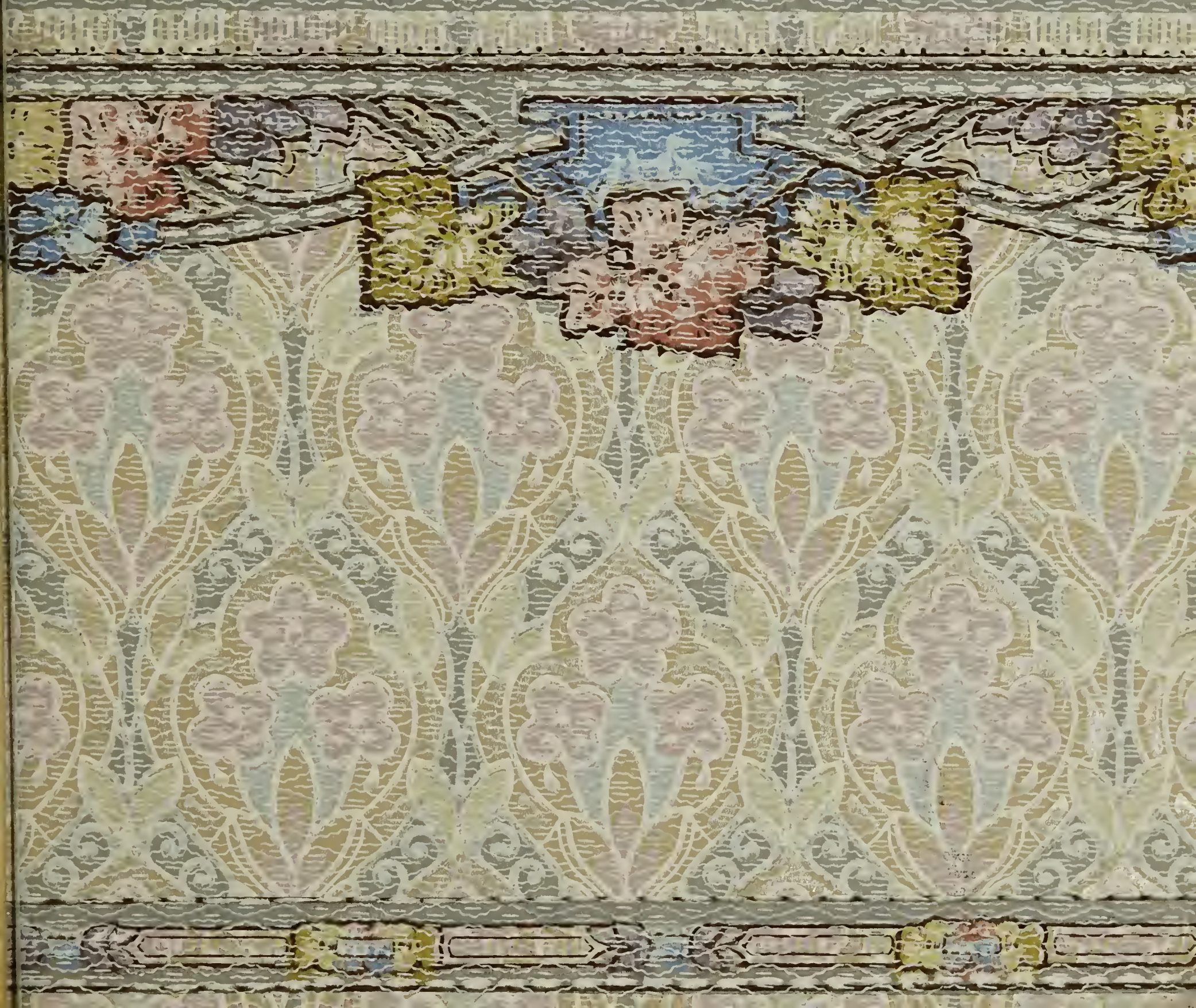
Border—No. 47040—Per Yard..... **5c**
(Shipping weight, 1 ounce per Yard)

Ceiling—No. 7041—Per Double Roll..... **26c**
(Shipping weight, 1½ lbs. per Double Roll)

To find out quantity needed for any size room see Page 4
Shipping rates will be found on Inside Back Cover

Franklin De Luxe Wall Papers

THE FRANKLIN PAINT COMPANY, CLEVELAND, OHIO



11½c

Per SINGLE Roll

(Sold Only in DOUBLE Length Rolls 16 Yards Long, 18 Inches Wide)

IMPORTANT

WHEN comparing our prices with others, remember we sell in Double Length Rolls only, which are twice as long as a single or 8-yard roll.

The FRONT side of this sheet shows an actual sample of the side wall paper for this pattern. The border that matches this pattern, is reduced to about one-third actual size and printed right on the side wall paper to "Show You Just How It Will Look on the Wall."

The border is printed and furnished in separate rolls from the side wall paper.

$2.49 Will buy enough paper of this pattern to paper an entire room 10 x 12 x 8 feet high.

This price covers 5 double rolls of side wall—16 yards of Border and 2 double length rolls of ceiling.

COLONIAL CHINTZ

This is printed on the BACK of an Actual Sample of Franklin De Luxe COLONIAL CHINTZ *Wall Paper*

FOR a bedroom that is delightfully different and at the same time as stylish and up-to-date as you could possibly desire, this fine reproduction of old Colonial Chintz is just the thing. Here is a paper that is good to live with, and you will never tire of it. Always cheerful, always restful and never failing to appeal to everyone who loves the type of beauty which seems even more beautiful because it is out of the ordinary. Best of all this exquisite paper appeals to the thrifty pocketbook.

The prettiest Colonial room or hallway you perhaps have ever seen can adorn your home if you choose this delightful pattern. The charming cut-out border is a full 5½ in. wide, and in addition a dainty ribbon of paper 1½ in. wide runs around the base to give a final graceful touch of balanced symmetry. There is not one pattern in this book which will give you greater satisfaction for the small amount you pay.

Order Numbers and Prices

Side Wall—No. 7042—Per Double Roll..... **23c**
(Shipping weight, 1½ lbs. per Double Roll)

Border—No. 27042—Cut Out, 5½ in. Wide Per Yard **5½c**
(Shipping weight, 1 ounce per Yard)

Ceiling—No. 7043—Per Double Roll..... **23c**
(Shipping weight, 1½ lbs. per Double Roll)

To find out quantity needed for any size room see Page 4
Shipping rates will be found on Inside Back Cover

Franklin De Luxe Wall Papers

THE FRANKLIN PAINT COMPANY, CLEVELAND, OHIO

16 1/2c

Per SINGLE Roll

(Sold Only in DOUBLE Length Rolls 16 Yards Long, 18 Inches Wide)

IMPORTANT

WHEN comparing our prices with others, remember we sell in Double Length Rolls only, which are twice as long as a single or 8-yard roll.

The FRONT side of this sheet shows an actual sample of the side wall paper for this pattern. The border that matches this pattern, is reduced to about one-third actual size and printed right on the side wall paper to "Show You Just How It Will Look on the Wall."

The border is printed and furnished in separate rolls from the side wall paper.

$3.37 Will buy enough paper of this pattern to paper an entire room 10 x 12 x 8 feet high.

This price covers 5 double rolls of side wall—16 yards of Border and 2 double length rolls of ceiling.

WOOD FERN

This is printed on the BACK of an Actual Sample of Franklin De Luxe WOOD FERN *Wall Paper*

THIS attractive paper suggests rest and comfort, and is suitable for almost any room in the house. Put it on your living room where you see it constantly, for the more you look at it the more soft, half-hidden colors you will find among its ferny shadows. On bedroom walls with a touch of rose or blue in your drapes to harmonize with the colors in the cut out border, it will help make a room of exquisite beauty.

WOOD FERN is a paper of exceptionally high grade quality and is usually sold for a price which is more than double what we ask. The cut out border is 9 inches wide and we recommend that it be used with the side wall pattern for color contrast.

Order Numbers and Prices

Side Wall—No. 7044—Per Double Roll..... **33c**
(Shipping weight, 1½ lbs. per Double Roll)

Border—No. 27044—Cut Out, 9 in. Wide Per Yard **7c**
(Shipping weight, 1 ounce Per Yard)

Ceiling—No. 8002—Per Double Roll..... **30c**
(Shipping weight, 1½ lbs. per Double Roll)

To find out quantity needed for any size room see Page 4
Shipping rates will be found on Inside Back Cover

Franklin De Luxe Wall Papers

THE FRANKLIN PAINT COMPANY, CLEVELAND, OHIO

13½c

Per SINGLE Roll

(Sold Only in DOUBLE Length Rolls 16 Yards Long, 18 Inches Wide)

IMPORTANT

WHEN comparing our prices with others, remember we sell in Double Length Rolls only, which are twice as long as a single or 8-yard roll.

The FRONT side of this sheet shows an actual sample of the side wall paper for this pattern. The border that matches this pattern, is reduced to about one-third actual size and printed right on the side wall paper to "Show You Just How It Will Look on the Wall."

The border is printed and furnished in separate rolls from the side wall paper.

$2.85 Will buy enough paper of this pattern to paper an entire room 10 x 12 x 8 feet high.

This price covers 5 double rolls of side wall—16 yards of Border and 2 double length rolls of ceiling.

BRIER CREST

This is printed on the BACK of an Actual Sample of Franklin De Luxe* BRIER CREST *Wall Paper

WE UNHESITATINGLY recommend this dainty, self-toned. all over pattern for any room in the house.

The present trend of fashion in wall decorations is toward light papers to make light rooms and therefore gray toned papers are very much in vogue. The soft gray tone of the BRIER CREST makes it one of the most charming of these self-toned patterns.

BRIER CREST is the type of wall paper which you will find being used in the living rooms, hallways and chambers of the most palatial homes, luxurious apartments and modern suburban residences of the nation's big metropolitan cities.

If you want the last word in up-to-date wall papers—choose BRIER CREST. The cut out border which we recommend using with this pattern is a colorful leaf design of great beauty and it also carries a base band strip which can be used if you desire.

Order Numbers and Prices

Side Wall—No. 7048—Per Double Roll..... **27c**
(Shipping weight, 1½ lbs. per Double Roll)

Border—No. 27048—Cut Out, 7½ in. Wide Per Yard **6c**
(Shipping weight, 1 ounce Per Yard)

Ceiling—No. 7049—Per Double Roll..... **27c**
(Shipping weight, 1½ lbs. per Double Roll)

To find out quantity needed for any size room see Page 4
Shipping rates will be found on Inside Back Cover

Franklin De Luxe Wall Papers

THE FRANKLIN PAINT COMPANY, CLEVELAND, OHIO

16c

Per SINGLE Roll

(Sold Only in DOUBLE Length Rolls 16 Yards Long, 18 Inches Wide)

IMPORTANT

WHEN comparing our prices with others, remember we sell in Double Length Rolls only, which are twice as long as a single or 8-yard roll.

The FRONT side of this sheet shows an actual sample of the side wall paper for this pattern. The border that matches this pattern, is reduced to about one-third actual size and printed right on the side wall paper to "Show You Just How It Will Look on the Wall."

The border is printed and furnished in separate rolls from the side wall paper.

$3.32 Will buy enough paper of this pattern to paper an entire room 10 x 12 x 8 feet high.

This price covers 5 double rolls of side wall—16 yards of Border and 2 double length rolls of ceiling.

PLATINUM PASTEL

This is printed on the BACK of an Actual Sample of Franklin De Luxe PLATINUM PASTEL *Wall Paper*

THE usefulness and the home-like cozy charm of this lovely paper are only limited by the number of places you care to put it in. It is appropriate for any type of room.

The theme is autumn sunset and vesper bells. Platinum tinted evening mists envelope the October pastel tones of oak leaf forest. And over all is the scintillating glow of reflected sunlight.

For the admiration of your friends, for the personal pride in having one of this season's most beautiful papers from an artistic standpoint, you cannot do better than select this lovely, richly bordered design at a wonderful money-saving price.

Order Numbers and Prices

Side Wall—No. 7050—Per Double Roll..... **32c**
(Shipping weight, 1½ lbs. per Double Roll)

Border—No. 27050—Cut Out, 6 in. Wide Per Yard **7c**
(Shipping weight, 1 ounce Per Yard)

Ceiling—No. 8002—Per Double Roll..... **30c**
(Shipping weight, 1½ lbs. per Double Roll)

To find out quantity needed for any size room see Page 4
Shipping rates will be found on Inside Back Cover

Franklin De Luxe Wall Papers

THE FRANKLIN PAINT COMPANY, CLEVELAND, OHIO

17 1/2c

Per SINGLE Roll

(Sold Only in DOUBLE Length Rolls 16 Yards Long, 18 Inches Wide)

IMPORTANT

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The FRONT side of this sheet shows an actual sample of the side wall paper for this pattern. The border that matches this pattern, is reduced to about one-third actual size and printed right on the side wall paper to "Show You Just How It Will Look on the Wall."

The border is printed and furnished in separate rolls from the side wall paper.

$3.47 Will buy enough paper of this pattern to paper an entire room 10 x 12 x 8 feet high.

This price covers 5 double rolls of side wall—16 yards of Border and 2 double length rolls of ceiling.

MARTHA WASHINGTON

This is printed on the BACK of an Actual Sample of Franklin De Luxe MARTHA WASHINGTON *Wall Paper*

DOESN'T the very sight of this dainty bedroom paper make you think of Crinoline days—elaborate four poster beds—hook rugs and Southern Colonial mansions with their famed hospitality.

The beautiful simplicity of this pattern with its colorful Colonial effect is the thing which makes it so attractive. We consider this one of the most dainty and charming designs we have ever seen—and you will, too, after you have it on one of your bedroom walls.

The cut out border is 5½ inches wide and is also attractive, featuring somewhat large flowers in the same harmonious colors.

Order Numbers and Prices

Side Wall—No. 7052—Per Double Roll..... **35c**
(Shipping weight, 1½ lbs. per Double Roll)

Border—No. 27052—Cut Out, 5½ in. Wide Per Yard **7c**
(Shipping weight, 1 ounce per Yard)

Ceiling—No. 8002—Per Double Roll..... **30c**
(Shipping weight, 1½ lbs. per Double Roll)

To find out quantity needed for any size room see Page 4
Shipping rates will be found on Inside Back Cover

Franklin De Luxe Wall Papers

THE FRANKLIN PAINT COMPANY, CLEVELAND, OHIO

17c

Per SINGLE Roll

(Sold Only in DOUBLE Length Rolls 16 Yards Long, 18 Inches Wide)

IMPORTANT

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The FRONT side of this sheet shows an actual sample of the side wall paper for this pattern. The border that matches this pattern, is reduced to about one-third actual size and printed right on the side wall paper to "Show You Just How It Will Look on the Wall."

The border is printed and furnished in separate rolls from the side wall paper.

$3.42 Will buy enough paper of this pattern to paper an entire room 10 x 12 x 8 feet high.

This price covers 5 double rolls of side wall—16 yards of Border and 2 double length rolls of ceiling.

JAPANESE WEAVE

This is printed on the BACK of an Actual Sample of Franklin De Luxe* JAPANESE WEAVE *Wall Paper

HERE is your answer if you are looking for a paper which combines coziness, brightness and quiet coloring. It takes the Japanese artist to work out these difficult patterns, and you will agree that this design is very beautiful. It is bright enough to be cheery, and delicate in color, and has just the right amount of soft tones to be quiet and harmonious with pretty bedroom furnishings, or in your living room as well. With its stylish cut out border 7½ in. wide and the neat base band one inch wide, the complete effect will add a new and delightful charm no matter how simple or elaborate your room may be. You might search for a long time and not find another paper so sure of giving you lasting satisfaction, smart style, exceptional beauty, and a wise saving of your money.

Order Numbers and Prices

Side Wall—No. 7054—Per Double Roll..... **34c**
(Shipping Weight, 1 ounce Per Yard)

Border—No. 27054—Cut Out, 7½ in. Wide Per Yard **7c**
(Shipping weight, 1 ounce Per Yard)

Ceiling—No. 8002—Per Double Roll..... **30c**
(Shipping weight, 1½ lbs. per Double Roll)

To find out quantity needed for any size room see Page 4
Shipping rates will be found on Inside Back Cover

Franklin De Luxe Wall Papers

THE FRANKLIN PAINT COMPANY, CLEVELAND, OHIO

16c

Per SINGLE Roll

(Sold Only in DOUBLE Length Rolls 16 Yards Long, 18 Inches Wide)

IMPORTANT

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The FRONT side of this sheet shows an actual sample of the side wall paper for this pattern. The border that matches this pattern, is reduced to about one-third actual size and printed right on the side wall paper to "Show You Just How It Will Look on the Wall."

The border is printed and furnished in separate rolls from the side wall paper.

$3.32 Will buy enough paper of this pattern to paper an entire room 10 x 12 x 8 feet high.

This price covers 5 double rolls of side wall—16 yards of Border and 2 double length rolls of ceiling.

SILK ARAMINGO

This is printed on the BACK of an Actual Sample of Franklin De Luxe SILK ARAMINGO *Wall Paper*

THE glitter of gold and the sparkle of color enrich this beautiful pattern over every part. Here is a truly ideal paper for living room and for dining room. Here is brightness for hours of sunshine and for the evening hours of good fellowship. Here is soft colorful glow to make breakfast, dinner and supper all the more enjoyable in surroundings cheerful to the eye. Silk Aramingo gives you just the right combination of mellow all-over stipple tones and contrasting small bits of vivid color. And with this pleasing background you also have the stylish feature of the artistic narrow stripe which is so popular this season, and in addition, the extra advantage of a pretty 1½ inch ribbon of base paper to place around the lower edge of your wall. The rich, colorful, gilded cut out border is a full 7½ inches wide. Here, at low cost, is real beauty which you will be more and more proud of every day.

Order Numbers and Prices

Side Wall—No. 7056—Per Double Roll..... **32c**
(Shipping weight, 1½ lbs. per Double Roll)

Border—No. 27056—Cut Out, 7½ in. Wide Per Yard **7c**
(Shipping weight, 1 ounce per Yard)

Ceiling—No. 8002—Per Double Roll..... **30c**
(Shipping weight, 1½ lbs. per Double Roll)

To find out quantity needed for any size room see Page 4
Shipping rates will be found on Inside Back Cover

Franklin De Luxe Wall Papers
THE FRANKLIN PAINT COMPANY, CLEVELAND, OHIO

17½c

Per SINGLE Roll

(Sold Only in DOUBLE Length Rolls 16 Yards Long, 18 Inches Wide)

IMPORTANT

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The FRONT side of this sheet shows an actual sample of the side wall paper for this pattern. The border that matches this pattern, is reduced to about one-third actual size and printed right on the side wall paper to "Show You Just How It Will Look on the Wall."

The border is printed and furnished in separate rolls from the side wall paper.

$3.47 Will buy enough paper of this pattern to paper an entire room 10 x 12 x 8 feet high.

This price covers 5 double rolls of side wall—16 yards of Border and 2 double length rolls of ceiling.

AUREOLA BLEND

This is printed on the BACK of an Actual Sample of Franklin De Luxe AUREOLA BLEND *Wall Paper*

HERE is one of the prettiest and the least easy to soil patterns in this book—and see how little it costs. If you have put off repapering because of the fancied expense, or because you were waiting to find a rare paper which would really have beauty and yet never get dingy—then here is just the right design to give you a handsome, serviceable wall at a money-saving price. For hallways and stairways especially, and for any room where the walls are likely to be rubbed or marked, this pretty gold-flecked paper will give you wonderful service and always look tidy and attractive. The border is 4½ inches wide, and sets off the side wall with an ideal touch of bright color to complete a homelike, effective picture at low cost.

Order Numbers and Prices

Side Wall—No. 7058—Per Double Roll..... **35c**
(Shipping weight, 1½ lbs. per Double Roll)

Border—No. 27058—Cut Out, 4½ in. Wide Per Yard **7c**
(Shipping weight, 1 ounce Per Yard)

Ceiling—No. 8003—Per Double Roll..... **30c**
(Shipping weight, 1½ lbs. per Double Roll)

To find out quantity needed for any size room see Page 4
Shipping rates will be found on Inside Back Cover

Franklin De Luxe Wall Papers

THE FRANKLIN PAINT COMPANY, CLEVELAND, OHIO

17½c

Per SINGLE Roll

(Sold Only in DOUBLE Length Rolls
16 Yards Long, 18 Inches Wide)

IMPORTANT

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$3.47 Will buy enough paper of this pattern to paper an entire room 10 x 12 x 8 feet high.

This price covers 5 double rolls of side wall—16 yards of Border and 2 double length rolls of ceiling.

BRITTANY BROCADE

This is printed on the BACK of an Actual Sample of Franklin De Luxe BRITTANY BROCADE *Wall Paper*

WHATEVER the room for which you select this exquisite paper, you will never fail to be more than pleased and delighted. Here is the atmosphere of elegance and refinement which you want for your important rooms. Here also is elegance combined with real durable service for halls and stairways.

Brittany Brocade unites the beauty of brocade with the picture effect of tapestry. It is an old English design and border going back to the Seventeenth Century, and brings to your modern, stylish home all the old-time luxury in a form which will richly decorate your rooms for a money-saving price never before so low.

Order Numbers and Prices

Side Wall—No. 7060—Per Double Roll..... **35c**
(Shipping weight, 1¾ lbs. per Double Roll)

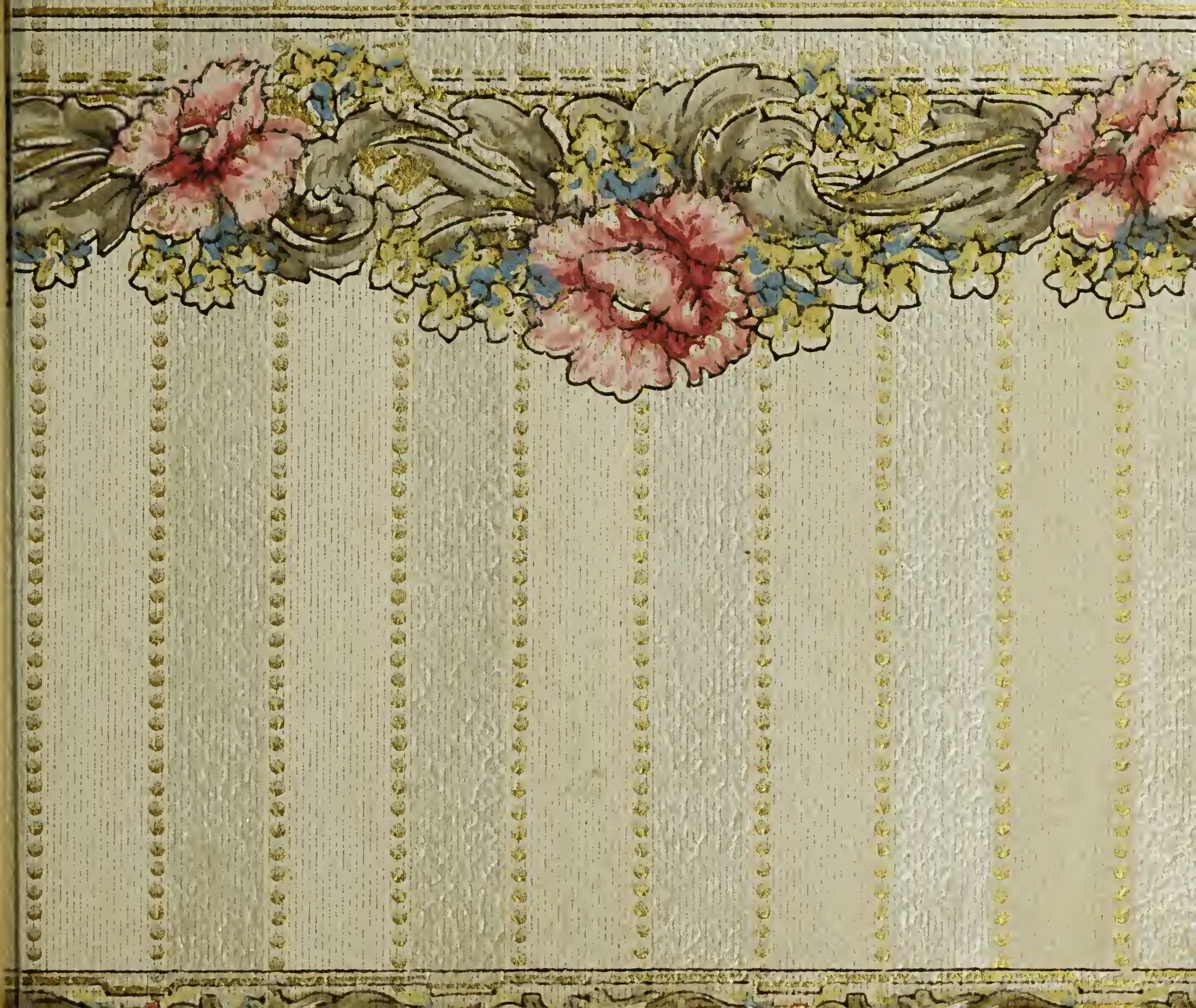
Border—No. 27060—Cut Out, 6 in. Wide Per Yard **7c**
(Shipping weight, 1 ounce Per Yard)

Ceiling—No. 8002—Per Double Roll..... **30c**
(Shipping weight, 1¾ lbs. per Double Roll)

To find out quantity needed for any size room see Page 4
Shipping rates will be found on Inside Back Cover

Franklin De Luxe Wall Papers

THE FRANKLIN PAINT COMPANY, CLEVELAND, OHIO



18c

Per SINGLE Roll

(Sold Only in DOUBLE Length Rolls 16 Yards Long, 18 Inches Wide)

IMPORTANT

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The FRONT side of this sheet shows an actual sample of the side wall paper for this pattern. The border that matches this pattern, is reduced to about one-third actual size and printed right on the side wall paper to "Show You Just How It Will Look on the Wall."

The border is printed and furnished in separate rolls from the side wall paper.

$3.68 Will buy enough paper of this pattern to paper an entire room 10 x 12 x 8 feet high.

This price covers 5 double rolls of side wall—16 yards of Border and 2 double length rolls of ceiling.

LA PEARL SATIN STRIPE

This is printed on the BACK of an Actual Sample of Franklin De Luxe LA PEARL SATIN STRIPE *Wall Paper*

VERY often a simple striped pattern is the most appropriate for a bedroom. A striped paper is always good in any room, but it is especially fine for a room with a low ceiling.

The LA PEARL SATIN STRIPE is a high-grade paper which will impart to any bedroom that quiet, simple, dignified air we all like; and the changeable tone of the satin stripe gives it just enough variation to take away the monotony. You will like this paper in your bedroom, and when used with blue or rose tinted drapes it creates an effect which is well nigh irresistible.

The cut out border is 7½ inches wide and a pretty, delicately colored creation that adds greatly to the beauty of the side wall. There is also a base band strip 1½ inches wide which you can use if you desire.

Order Numbers and Prices

Side Wall—No. 7062—Per Double Roll..... **36c**
(Shipping weight, 1½ lbs. per Double Roll)

Border—No. 27062—Cut Out, 7½ in. Wide Per Yard **8c**
(Shipping weight, 1 ounce Per Yard)

Ceiling—No. 8002—Per Double Roll..... **30c**
(Shipping weight, 1½ lbs. per Double Roll)

To find out quantity needed for any size room see Page 4
Shipping rates will be found on Inside Back Cover

Franklin De Luxe Wall Papers

THE FRANKLIN PAINT COMPANY, CLEVELAND, OHIO

20c

Per SINGLE Roll

(Sold Only in DOUBLE Length Rolls 16 Yards Long, 18 Inches Wide)

IMPORTANT

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The FRONT side of this sheet shows an actual sample of the side wall paper for this pattern. The border that matches this pattern, is reduced to about one-third actual size and printed right on the side wall paper to "Show You Just How It Will Look on the Wall."

The border is printed and furnished in separate rolls from the side wall paper.

$3.56 Will buy enough paper of this pattern to paper an entire room 10 x 12 x 8 feet high.

This price covers 5 double rolls of side wall—16 yards of Border and 2 double length rolls of ceiling.

AUTUMN LEAF TAPESTRY

This is printed on the BACK of an Actual Sample of Franklin De Luxe* AUTUMN LEAF TAPESTRY *Wall Paper

THIS is the type of wall decoration that you will like better and better every day it adorns your hall or living room. This is a design with a theme and thought behind it: Harvest time—with falling leaves, clear October skies, and brilliant summer greens changing and blending into the soft browns, reds and tans of autumn's loveliest foliage. Notice the wonderful depth of the blue tones—misty blue vistas seen through the soft blending of the gold-spangled leaves. This is one of the most beautiful "theme patterns" of the season, and with its border, 7 inches wide in perfect harmony, the finished effect is difficult to improve. You can select this design with positive assurance that it provides every feature of appropriateness, economy and beauty.

Order Numbers and Prices

Side Wall	—No. 7064—Per Double Roll..... (Shipping weight, 1¾ lbs. per Double Roll)	**40c**
Border	—No. 27064— 7 in. Wide Per Yard (Shipping weight, 1 ounce Per Yard)	**6c**
Ceiling	—No. 8002—Per Double Roll..... (Shipping weight, 1¾ lbs. per Double Roll)	**30c**

To find out quantity needed for any size room see Page 4
Shipping rates will be found on Inside Back Cover

Franklin De Luxe Wall Papers

THE FRANKLIN PAINT COMPANY; CLEVELAND, OHIO

20c

Per SINGLE Roll

(Sold Only in DOUBLE Length Rolls 16 Yards Long, 18 Inches Wide)

IMPORTANT

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The FRONT side of this sheet shows an actual sample of the side wall paper for this pattern. The border that matches this pattern, is reduced to about one-third actual size and printed right on the side wall paper to "Show You Just How It Will Look on the Wall."

The border is printed and furnished in separate rolls from the side wall paper.

$3.72 Will buy enough paper of this pattern to paper an entire room 10 x 12 x 8 feet high.

This price covers 5 double rolls of side wall—16 yards of Border and 2 double length rolls of ceiling.

FAIRY MIST

This is printed on the BACK of an Actual Sample of Franklin De Luxe FAIRY MIST *Wall Paper*

THIS soft toned, delicate hued paper will appeal to the artistic taste of many folks, because it is so appropriate for any room in the house, and forms an ideal light background for any kind of woodwork, furniture or drapes.

This is an exceptionally high-grade paper at a very low price per roll and it has the added advantage of being easy to hang because there is no distinct pattern to match.

The cut out border is 6 inches wide and a conventional design of bright colors and gold which enhances the beauty of the side wall rainbow mist effect.

Order Numbers and Prices

Side Wall—No. 7066—Per Double Roll **40c**
(Shipping weight, 1¾ lbs. per Double Roll)

Border—No. 27066—Cut Out, 6 in. Wide Per Yard **7c**
(Shipping weight, 1 ounce Per Yard)

Ceiling—No. 8002—Per Double Roll **30c**
(Shipping weight, 1¾ lbs. per Double Roll)

To find out quantity needed for any size room see Page 4
Shipping rates will be found on Inside Back Cover

Franklin De Luxe Wall Papers

THE FRANKLIN PAINT COMPANY, CLEVELAND, OHIO

18c

Per SINGLE Roll

(Sold Only in DOUBLE Length Rolls 16 Yards Long, 18 Inches Wide)

IMPORTANT

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The FRONT side of this sheet shows an actual sample of the side wall paper for this pattern. The border that matches this pattern, is reduced to about one-third actual size and printed right on the side wall paper to "Show You Just How It Will Look on the Wall."

The border is printed and furnished in separate rolls from the side wall paper.

$3.52 Will buy enough paper of this pattern to paper an entire room 10 x 12 x 8 feet high.

This price covers 5 double rolls of side wall—16 yards of Border and 2 double length rolls of ceiling.

FLORENTINE DAMASK

This is printed on the BACK of an Actual Sample of Franklin De Luxe FLORENTINE DAMASK *Wall Paper*

REFINED elegance is the keynote appeal of this beautiful pattern which is one of the most appropriate designs you could possibly select for an expensive-appearing living room or dining room, at little cost. With light colored ceiling to reflect the polished high lights of dark furniture the effect is as fine as any you could desire. Here is the new shade of green which is so popular and the soft gilt-flecked mulberry tint which never goes out of style. Then pay special attention to the splendid border, full 9 inches wide, bringing out these same shades and tints in stronger colors enriched with old gold in lavish masses. This paper provides ornament and harmony that will adorn cottage or mansion with equal charm. Wherever used this design is lovely—and adds to its graciousness the Satisfaction of true economy and money saved.

Order Numbers and Prices

Side Wall—No. 7068—Per Double Roll..... **36c**
(Shipping weight, 1¾ lbs. per Double Roll)

Border—No. 27068—Cut Out, 9 in. Wide Per Yard **7c**
(Shipping weight, 1 ounce per Yard)

Ceiling—No. 8003—Per Double Roll..... **30c**
(Shipping weight, 1¾ lbs. per Double Roll)

To find out quantity needed for any size room see Page 4
Shipping rates will be found on Inside Back Cover

Franklin De Luxe Wall Papers

THE FRANKLIN PAINT COMPANY, CLEVELAND, OHIO

17 1/2c

Per SINGLE Roll

(Sold Only in DOUBLE Length Rolls
16 Yards Long, 18 Inches Wide)

IMPORTANT

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The border is printed and furnished in separate rolls from the side wall paper.

$3.47 Will buy enough paper of this pattern to paper an entire room 10 x 12 x 8 feet high.

This price covers 5 double rolls of side wall—16 yards of Border and 2 double length rolls of ceiling .

SLYVAN LEAF

This is printed on the BACK of an Actual Sample of Franklin De Luxe* SYLVAN LEAF *Wall Paper

IN ALMOST every well appointed house there are one or more rooms which are decorated to be the last word in modern style. If you have a certain room you take special pride in, then here is the very latest thing offered this season. We think it speaks for itself to prove why it is so amazingly popular. Here are the very prettiest pastel shades suitable for wall paper—pink tones, blue, creams, ivory, gray and duo-brown. Half close your eyes and you will see what the modern artists so wonderfully achieve. High lights and shadow lights will reveal themselves, and will show you why this paper alters its appearance with every hour of the day and evening, and gives constant, ever-changing delight. The dainty contrasting cut out border is 7½ inches wide.

You cannot make a happier selection for keeping its beautiful unsoiled look, and for lovely coloring at a very moderate, money-saving price.

Order Numbers and Prices

Side Wall—No. 7070—Per Double Roll..... **35c**
(Shipping weight, 1½ lbs. per Double Roll)

Border—No. 27070—Cut Out, 7½ in. Wide Per Yard **7c**
(Shipping weight, 1 ounce per Yard)

Ceiling—No. 8002—Per Double Roll..... **30c**
(Shipping weight, 1½ lbs. per Double Roll)

To find out quantity needed for any size room see Page 4
Shipping rates will be found on Inside Back Cover

Franklin De Luxe Wall Papers

THE FRANKLIN PAINT COMPANY, CLEVELAND, OHIO

19c

Per SINGLE Roll

(Sold Only in DOUBLE Length Rolls 16 Yards Long, 18 Inches Wide)

IMPORTANT

WHEN comparing our prices with others, remember we sell in Double Length Rolls only, which are twice as long as a single or 8-yard roll.

The FRONT side of this sheet shows an actual sample of the side wall paper for this pattern. The border that matches this pattern, is reduced to about one-third actual size and printed right on the side wall paper to "Show You Just How It Will Look on the Wall."

The border is printed and furnished in separate rolls from the side wall paper.

$3.62 Will buy enough paper of this pattern to paper an entire room 10 x 12 x 8 feet high.

This price covers 5 double rolls of side wall—16 yards of Border and 2 double length rolls of ceiling.

FERNDALE FRESCO

This is printed on the BACK of an Actual Sample of Franklin De Luxe FERNDALE FRESCO *Wall Paper*

NOWADAYS these semi-plain patterns are becoming more fashionable every season. The soft shades of rose, blue and tan in this ferny design surmounted by a sheen of gold invariably gives an atmosphere of cozy warmth and welcome to any room where it is used.

This is one of our most popular patterns for living rooms, parlors, dining rooms and halls. It is very reasonable in price, too, for such a high quality paper. It will give a beautiful effect in the den or library also.

The cut out border is 7 inches wide and while it contains more color than the side wall, it still maintains that same air of quiet luxury. There is a base band 1½ inches wide.

Order Numbers and Prices

Side Wall	—No. 7072—Per Double Roll (Shipping weight, 1½ lbs. per Double Roll)	**38c**
Border	—No. 27072—Cut Out, 7 in. Wide Per Yard (Shipping weight, 1 ounce Per Yard)	**7c**
Ceiling	—No. 8003—Per Double Roll (Shipping weight, 1½ lbs. per Double Roll)	**30c**

To find out quantity needed for any size room see Page 4
Shipping rates will be found on Inside Back Cover

Franklin De Luxe Wall Papers

THE FRANKLIN PAINT COMPANY, CLEVELAND, OHIO

26c

Per SINGLE Roll

(Sold Only in DOUBLE Length Rolls 16 Yards Long, 18 Inches Wide)

IMPORTANT

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The FRONT side of this sheet shows an actual sample of the side wall paper for this pattern. The border that matches this pattern, is reduced to about one-third actual size and printed right on the side wall paper to "Show You Just How It Will Look on the Wall."

The border is printed and furnished in separate rolls from the side wall paper.

$4.60 Will buy enough paper of this pattern to paper an entire room 10 x 12 x 8 feet high.

This price covers 5 double rolls of side wall—16 yards of Border and 2 double length rolls of ceiling.

BRUSSELS TAPESTRY

This is printed on the BACK of an Actual Sample of Franklin De Luxe BRUSSELS TAPESTRY *Wall Paper*

THE soft shades of old blue, rose and gray are seemingly woven right into both the paper and the border of this pattern so naturally as to produce an effect of real old world tapestry. Here is a wonderful, rich appearing paper for the Living room or Dining room. The soft colorings and quiet elegance of this paper gives to it a quality tone usually found only in the highest priced papers that sell for a dollar or two a roll.

The harmonious cut out border is 6 inches wide and the ceiling which goes with it is rich cream white which will give you plenty of light and produce the most alluring atmosphere in the room.

Order Numbers and Prices

Side Wall—No. 7074—Per Double Roll..... **52c**
(Shipping weight, 2 lbs. per Double Roll)

Border—No. 37074—Cut Out, 6 in. Wide Per Yard **7½c**
(Shipping weight, 1 ounce Per Yard)

Ceiling—No. 7087—Per Double Roll..... **40c**
(Shipping weight, 2 lbs. per Double Roll)

To find out quantity needed for any size room see Page 4
Shipping rates will be found on Inside Back Cover

Franklin De Luxe Wall Papers

THE FRANKLIN PAINT COMPANY, CLEVELAND, OHIO

22½c

Per SINGLE Roll

(Sold Only in DOUBLE Length Rolls 16 Yards Long, 18 Inches Wide)

IMPORTANT

WHEN comparing our prices with others, remember we sell in Double Length Rolls only, which are twice as long as a single or 8-yard roll.

The FRONT side of this sheet shows an actual sample of the side wall paper for this pattern. The border that matches this pattern, is reduced to about one-third actual size and printed right on the side wall paper to "Show You Just How It Will Look on the Wall."

The border is printed and furnished in separate rolls from the side wall paper.

$4.49 Will buy enough paper of this pattern to paper an entire room 10 x 12 x 8 feet high.

This price covers 5 double rolls of side wall—16 yards of Border and 2 double length rolls of ceiling.

EGYPTIAN FABRIC

This is printed on the BACK of an Actual Sample of Franklin De Luxe* EGYPTIAN FABRIC *Wall Paper

THE wonderful mysterious weaves of Old Egypt live again for you in this beautiful pebbled embossed wall paper which reproduces an amazing ancient fabric of wool and silk intertwined with the native grasses. Here are the beautiful mellow oriental tones which are now so much in vogue in stylish homes; and in your own living room, parlor and halls you will show the very finest artistic taste if you choose this paper. The colorful gold-flecked cherry and azure border, 9 inches wide, gives just the right modern touch of contrast, and the whole effect is so rich that no one will ever imagine what a low price you have paid for so much elegance in your home.

Order Numbers and Prices

Side Wall—No. 7076—Per Double Roll..... **45c**
(Shipping weight, 1¾ lbs. per Double Roll)

Border—No. 27076—Cut Out, 9 in. Wide Per Yard **9c**
(Shipping weight, 1 ounce per Yard)

Ceiling—No. 7081—Per Double Roll..... **40c**
(Shipping weight, 1¾ lbs. per Double Roll)

To find out quantity needed for any size room see Page 4
Shipping rates will be found on Inside Back Cover

Franklin De Luxe Wall Papers

THE FRANKLIN PAINT COMPANY; CLEVELAND, OHIO

25c

Per SINGLE Roll

(Sold Only in DOUBLE Length Rolls 16 Yards Long, 18 Inches Wide)

IMPORTANT

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The FRONT side of this sheet shows an actual sample of the side wall paper for this pattern. The border that matches this pattern, is reduced to about one-third actual size and printed right on the side wall paper to "Show You Just How It Will Look on the Wall."

The border is printed and furnished in separate rolls from the side wall paper.

$4.50 Will buy enough paper of this pattern to paper an entire room 10 x 12 x 8 feet high.

This price covers 5 double rolls of side wall—16 yards of Border and 2 double length rolls of ceiling.

WOODLAWN LEAF

This is printed on the BACK of an Actual Sample of Franklin De Luxe WOODLAWN LEAF Wall Paper

FOR every room in the house this pretty all-over pattern of interweaving woodland leaves is suitable. This is the type of design on which you can never make a mistake, and never be disappointed. No wonder that all-over patterns are so popular this season when there are pretty effects like this. Notice the pleasant variation of colors scattered in harmony—grays, blues, reds and yellows. Then see the dainty flecks of glinting gold which brighten up the softness of the leaves. The cut out border is 4½ in. wide. Here is a paper you will like to live with, and that will go well with pictures on your walls, and with any furniture. Woodland Leaf is chosen for beauty alone and you will find it in hundreds of homes where cost is not considered. Yet our price is so low that this paper offers you one of the greatest bargains in this money-saving book.

Order Numbers and Prices

Side Wall—No. 7078—Per Double Roll..... **50c**
(Shipping weight, 2 lbs. per Double Roll)

Border—No. 37078—Cut Out, 4½ in. Wide Per Yard **7½c**
(Shipping weight, 1 ounce per Yard)

Ceiling—No. 7081—Per Double Roll..... **40c**
(Shipping weight, 2 lbs. per Double Roll)

To find out quantity needed for any size room see Page 4
Shipping rates will be found on Inside Back Cover

Franklin De Luxe Wall Papers

THE FRANKLIN PAINT COMPANY, CLEVELAND, OHIO

27½c

Per SINGLE Roll

(Sold Only in DOUBLE Length Rolls 16 Yards Long, 18 Inches Wide)

IMPORTANT

WHEN comparing our prices with others, remember we sell in Double Length Rolls only, which are twice as long as a single or 8-yard roll.

The FRONT side of this sheet shows an actual sample of the side wall paper for this pattern. The border that matches this pattern, is reduced to about one-third actual size and printed right on the side wall paper to "Show You Just How It Will Look on the Wall."

The border is printed and furnished in separate rolls from the side wall paper.

$4.83 Will buy enough paper of this pattern to paper an entire room 10 x 12 x 8 feet high.

This price covers 5 double rolls of side wall—16 yards of Border and 2 double length rolls of ceiling.

SHADOW LEAF

This is printed on the BACK of an Actual Sample of Franklin De Luxe SHADOW LEAF *Wall Paper*

THE undeniable beauty of this paper is created by the wonderful depth of tone in the gray shadows behind the pastel tinted leaves.

See how the smooth graceful foliage is lifted out of the design, and how the whole effect is made a flowing harmony of mauve, soft mulberry, flecks of gold and lovely turquoise blue. Here is one of our best examples of the Modern School of life and harmony in decorative design.

You will be proud of this paper in any of your downstairs rooms where you wish to have the most correct atmosphere of good taste and luxury.

Best of all the tremendous demand for this costly pattern and beautiful 7-inch border allows us to lower the price within reach of everyone.

You can enjoy this luxurious paper in your home at a price far less than its actual value.

Order Numbers and Prices

Side Wall—No. 7080—Per Double Roll..... **55c**
(Shipping weight, 2 lbs. per Double Roll)

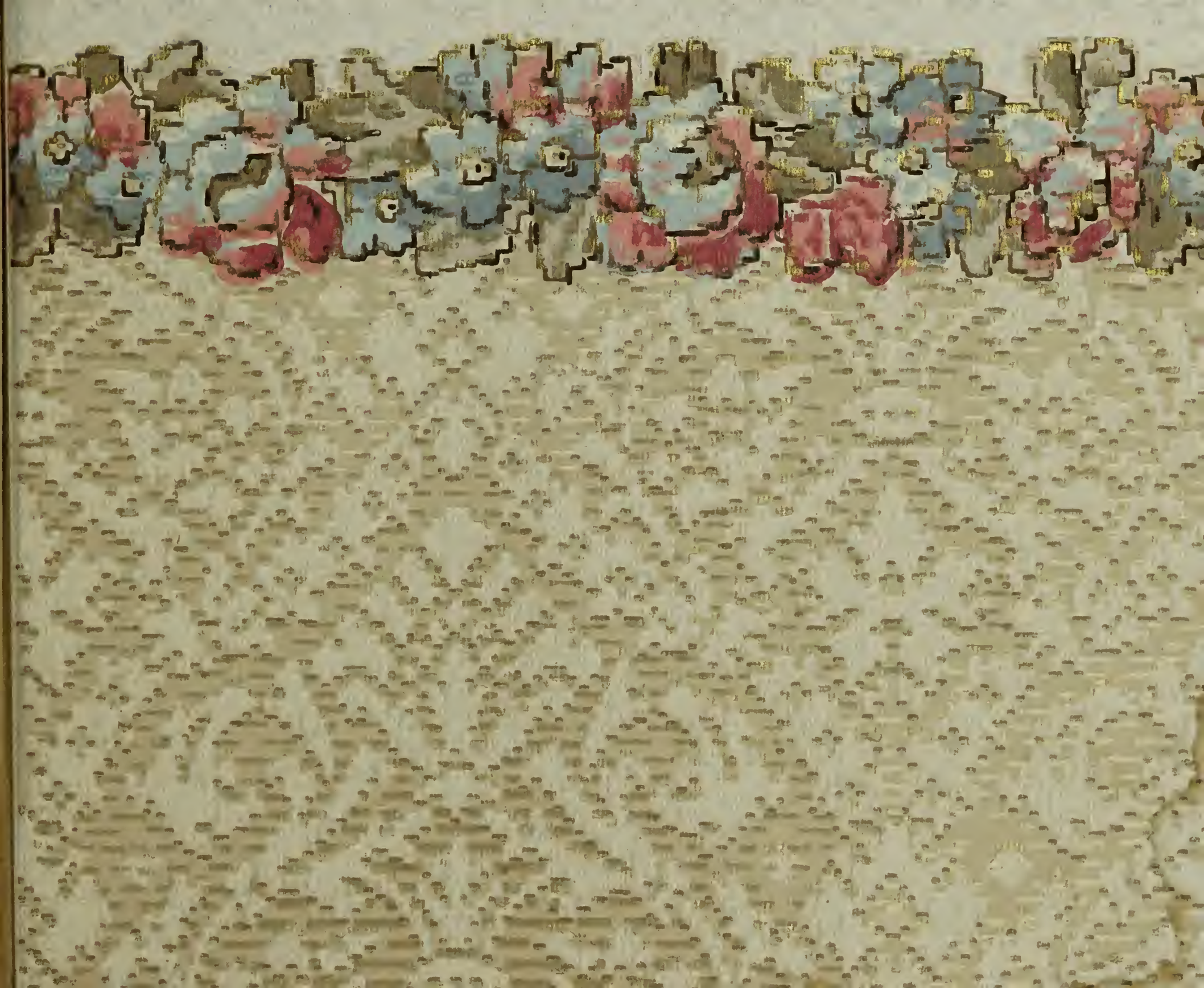
Border—No. 27080—7 in. Wide, Per Yard.. **8c**
(Shipping weight, 1 ounce Per Yard)

Ceiling—No. 7081—Per Double Roll..... **40c**
(Shipping weight, 2 lbs. per Double Roll)

To find out quantity needed for any size room see Page 4
Shipping rates will be found on Inside Back Cover

Franklin De Luxe Wall Papers

THE FRANKLIN PAINT COMPANY, CLEVELAND, OHIO



25c

Per SINGLE Roll

(Sold Only in DOUBLE Length Rolls 16 Yards Long, 18 Inches Wide)

IMPORTANT

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The FRONT side of this sheet shows an actual sample of the side wall paper for this pattern. The border that matches this pattern, is reduced to about one-third actual size and printed right on the side wall paper to "Show You Just How It Will Look on the Wall."

The border is printed and furnished in separate rolls from the side wall paper.

$4.50 Will buy enough paper of this pattern to paper an entire room 10 x 12 x 8 feet high.

This price covers 5 double rolls of side wall—16 yards of Border and 2 double length rolls of ceiling.

GOLDEN BROCADE

This is printed on the BACK of an Actual Sample of Franklin De Luxe GOLDEN BROCADE *Wall Paper*

IMAGINE having in your home one magnificent room enriched with this gorgeous masterpiece of embossed brocaded gold. For your parlor, living room, library, dining room or guest room, this stunning resplendent paper will enhance your finest furniture and will set off to greater advantage the most beautiful pictures on your wall. For the admiration of your friends, for the pleasure and pride of your family and for obtaining the utmost adornment for the least possible amount of money, you should select this superb paper with its rich cut out border, full 5½ in. wide. No design we know of so enchantingly combines the royal tints of Victorian yellows, Persian oranges and creams, and the glint of burnished gold. These are the tapestry colors of historic regal splendor, and we believe that no such costly pattern as this has ever been offered before at a price so marvelously low in comparison with its actual value.

Order Numbers and Prices

Side Wall—No. 7082—Per Double Roll..... **50c**
(Shipping weight, 1¾ lbs. per Double Roll)

Border—No. 37082—Cut Out, 5½ in. Wide Per Yard **7½c**
(Shipping weight, 1 ounce per Yard)

Ceiling—No. 7081—Per Double Roll..... **40c**
(Shipping weight, 1¾ lbs. per Double Roll)

To find out quantity needed for any size room see Page 4
Shipping rates will be found on Inside Back Cover

Franklin De Luxe Wall Papers

THE FRANKLIN PAINT COMPANY, CLEVELAND, OHIO

30c

Per SINGLE Roll

(Sold Only in DOUBLE Length Rolls 16 Yards Long, 18 Inches Wide)

IMPORTANT

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The FRONT side of this sheet shows an actual sample of the side wall paper for this pattern. The border that matches this pattern, is reduced to about one-third actual size and printed right on the side wall paper to "Show You Just How It Will Look on the Wall."

The border is printed and furnished in separate rolls from the side wall paper.

$4.92 Will buy enough paper of this pattern to paper an entire room 10 x 12 x 8 feet high.

This price covers 5 double rolls of side wall—16 yards of Border and 2 double length rolls of ceiling.

FLEMISH BROCADE

This is printed on the BACK of an Actual Sample of Franklin De Luxe FLEMISH BROCADE *Wall Paper*

DURING the Seventeenth Century the weavers of old Flanders were noted for the truly graceful designs which originated in their beautiful tapestries. This resplendent pattern is a modern adaptation of those marvelous hand-loomed tapestries, colored in old blue, mulberry and rich browns with the highlights and warp threads in glistening Roman gold.

Can you picture a more luxurious pattern for your living room, dining room or library? And when you note our low price for this costly embossed paper you will be agreeably surprised. The harmonious border which matches the FLEMISH BROCADE is 4¼ inches wide.

Order Numbers and Prices

Side Wall—No. 7086—Per Double Roll..... **60c**
(Shipping weight, 2 lbs. per Double Roll)

Border—No. 47086—4½ in. Wide Per Yard..... **7c**
(Shipping weight, 1 ounce per Yard)

Ceiling—No. 7087—Per Double Roll..... **40c**
(Shipping weight, 2 lbs. per Double Roll)

To find out quantity needed for any size room see Page 4
Shipping rates will be found on Inside Back Cover

Franklin De Luxe Wall Papers

THE FRANKLIN PAINT COMPANY, CLEVELAND, OHIO

30c

Per SINGLE Roll

(Sold Only in DOUBLE Length Rolls 16 Yards Long, 18 Inches Wide)

IMPORTANT

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The FRONT side of this sheet shows an actual sample of the side wall paper for this pattern. The border that matches this pattern, is reduced to about one-third actual size and printed right on the side wall paper to "Show You Just How It Will Look on the Wall."

The border is printed and furnished in separate rolls from the side wall paper.

$5.24 Will buy enough paper of this pattern to paper an entire room 10 x 12 x 8 feet high.

This price covers 5 double rolls of side wall—16 yards of Border and 2 double length rolls of ceiling.

CLOTH OF GOLD

This is printed on the BACK of an Actual Sample of Franklin De Luxe CLOTH OF GOLD *Wall Paper*

IF YOU select Cloth of Gold you will thank us a hundred times for urging you to study it carefully now. Here is richness and quiet elegance to enhance the best and most beautiful room in your home. Never again, perhaps, will you find a pattern so rich, so velvet-like, yet so low in price. Give this pattern special attention. Try it in different lights. Test in sunshine and in the glow of electricity or evening lamp. Your wall will appear as if hung with a luxurious fabric instead of paper, and the soft blending of grays, greens, subdued pinks and glistening splashes of gold will enrich your finest furnishings with added beauty. In keeping with this graceful dignity is the border, full 5½ inches wide, giving the final touch of artistic charm and loveliness. No one will ever guess your economy in this truly wonderful bargain offer.

Order Numbers and Prices

Side Wall—No. 7088—Per Double Roll..... **60c**
(Shipping weight, 2 lbs. per Double Roll)

Border—No. 37088—Cut Out, 5½ in. Wide Per Yard **9c**
(Shipping weight, 1 ounce Per Yard)

Ceiling—No. 7087—Per Double Roll..... **40c**
(Shipping weight, 2 lbs. per Double Roll)

To find out quantity needed for any size room see Page 4
Shipping rates will be found on Inside Back Cover

Franklin De Luxe Wall Papers
THE FRANKLIN PAINT COMPANY, CLEVELAND, OHIO

28c

Per SINGLE Roll

(Sold Only in DOUBLE Length Rolls 16 Yards Long, 18 Inches Wide)

IMPORTANT

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The FRONT side of this sheet shows an actual sample of the side wall paper for this pattern. The border that matches this pattern, is reduced to about one-third actual size and printed right on the side wall paper to "Show You Just How It Will Look on the Wall."

The border is printed and furnished in separate rolls from the side wall paper.

$4.72 Will buy enough paper of this pattern to paper an entire room 10 x 12 x 8 feet high.

This price covers 5 double rolls of side wall—16 yards of Border and 2 double length rolls of ceiling.

SUNRISE MIST

This is printed on the BACK of an Actual Sample of Franklin De Luxe SUNRISE MIST *Wall Paper*

HERE is a masterpiece in wall paper design. Like the first rays of the summer sunrise as it spreads its gorgeous hued tints across the sky and flecks the fleecy white clouds, the beautiful softened chrome-blends have the alluring effect of hiding behind a gossamer curtain.

You could look through hundreds of samples and pay two or three times our price and not find a more beautiful, more delicate toned embossed paper than this.

The vivid border is 4¼ inches wide and will give the room that color zest and striking contrast, of which every room should have a touch to give it life.

Order Numbers and Prices

Side Wall—No. 7092—Per Double Roll..... **56c**
(Shipping weight, 2 lbs. per Double Roll)

Border—No. 47092—4¼ in. Wide Per Yard..... **7c**
(Shipping weight, 1 ounce Per Yard)

Ceiling—No. 7087—Per Double Roll..... **40c**
(Shipping weight, 2 lbs. per Double Roll)

To find out quantity needed for any size room see Page 4
Shipping rates will be found on Inside Back Cover

Franklin De Luxe Wall Papers

THE FRANKLIN PAINT COMPANY, CLEVELAND, OHIO

20c

Per SINGLE Roll

(Sold Only in DOUBLE Length Rolls 16 Yards Long, 18 Inches Wide)

IMPORTANT

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The FRONT side of this sheet shows an actual sample of the side wall paper for this pattern. The border that matches this pattern, is reduced to about one-third actual size and printed right on the side wall paper to "Show You Just How It Will Look on the Wall."

The border is printed and furnished in separate rolls from the side wall paper.

$3.52 Will buy enough paper of this pattern to paper an entire room 10 x 12 x 8 feet high.

This price covers 5 double rolls of side wall—16 yards of Border and 2 double length rolls of ceiling.

ONYX VARNISHED TILE

This is printed on the BACK of an Actual Sample of Franklin De Luxe ONYX VARNISHED TILE *Wall Paper*

UNLIKE any other paper in the world Varnished Tile paper gives the greatest amount of real satisfaction when used on kitchen or bath room wall. It costs a little extra but it is more than worth the difference. It lasts much longer. It is almost proof against water, dampness, steam and heat. When it becomes soiled, simply wipe the varnished surface with a moist cloth, and it is clean and bright again like new. This Onyx pattern is one of the prettiest we have seen, and you will agree. It is like onyx marble, each tile standing out like real tile would look. The border, 4 in. wide, duplicates a very fine example of the tile maker's art, and completes one of the neatest, tidiest and most practical effects ever offered at such an attractive low price.

Order Numbers and Prices

Side Wall—No. 7094—Per Double Roll **40c**
(Shipping weight, 2 lbs. per Double Roll)

Border—No. 47094—4 in. Wide Per Yard **4½c**
(Shipping weight, 1 ounce Per Yard)

Ceiling—No. 7095—Per Double Roll **40c**
(Shipping weight, 2 lbs. per Double Roll)

To find out quantity needed for any size room see Page 4
Shipping rates will be found on Inside Back Cover

Franklin De Luxe Wall Papers
THE FRANKLIN PAINT COMPANY, CLEVELAND, OHIO

20c

Per SINGLE Roll

(Sold Only in DOUBLE Length Rolls 16 Yards Long, 18 Inches Wide)

IMPORTANT

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The FRONT side of this sheet shows an actual sample of the side wall paper for this pattern. The border that matches this pattern, is reduced to about one-third actual size and printed right on the side wall paper to "Show You Just How It Will Look on the Wall."

The border is printed and furnished in separate rolls from the side wall paper.

$3.52 Will buy enough paper of this pattern to paper an entire room 10 x 12 x 8 feet high.

This price covers 5 double rolls of side wall—16 yards of Border and 2 double length rolls of ceiling.

DRESDEN VARNISHED TILE

This is printed on the BACK of an Actual Sample of Franklin De Luxe DRESDEN VARNISHED TILE *Wall Paper*

IF YOUR kitchen or bathroom walls and ceilings were covered with real Dresden China they would hardly be more attractive or last longer than with this beautiful Dresden Varnished Tile Wall Paper. Here is the real thing in dainty Dresden flowers, also the small squares like Mosaic tile, and a durable surface which will make your dollars do Double Duty.

This paper lasts twice as long as ordinary wall papers, and continues to look well because you can wipe it with a damp cloth just like chinaware, and it is made to withstand vapor, steam and hard usage. The tidy border, 4½ in. wide, gives exactly the right finishing touch. Your entire room will be neat and attractive, easy to clean and cheapest in the long run.

Order Numbers and Prices

Side Wall—No. 7096—Per Double Roll..... **40c**
(Shipping weight, 2 lbs. per Double Roll)

Border—No. 47096—4½ in. Wide Per Yard **4½c**
(Shipping weight, 1 ounce Per Yard)

Ceiling—No. 7097—Per Double Roll..... **40c**
(Shipping weight, 2 lbs. per Double Roll)

To find out quantity needed for any size room see Page 4
Shipping rates will be found on Inside Back Cover

Franklin De Luxe Wall Papers

THE FRANKLIN PAINT COMPANY, CLEVELAND, OHIO

7½c

Per SINGLE Roll

(Sold Only in DOUBLE Length Rolls 16 Yards Long, 18 Inches Wide)

IMPORTANT

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The FRONT side of this sheet shows an actual sample of the side wall paper for this pattern. The border that matches this pattern, is reduced to about one-third actual size and printed right on the side wall paper to "Show You Just How It Will Look on the Wall."

The border is printed and furnished in separate rolls from the side wall paper.

30c Will buy enough paper of this pattern to paper an entire ceiling for a room 10 feet wide and 12 feet long.

Two Economy CEILINGS

***This is printed on the BACK of an Actual Sample of Franklin De Luxe* CEILING No. 7098.**

This can also be had with a cream background which is No. 7099.

IT IS not often possible to get ceiling paper of this high quality at only 7½c a single roll. But you can see for yourself the durable quality, the serviceable colors and the beauty of the pattern.

This sample (No. 7098) reproduces lovely tropical coral splashed with silver. It looks well with any color scheme, and is especially suitable with any of our white or light toned papers.

The same fascinating pattern also comes as No. 7099 in a rich yellow cream background to harmonize with our medium, our warm colored and darker patterns.

If you wish to buy ceiling separately, you may do so. Or you may prefer to order one of these patterns INSTEAD OF the ceiling which is listed with the side wall you have selected.

Whatever the side wall and border pattern you decide upon, you can order our Economy Ceiling, in either color, with positive assurance that it will harmonize perfectly when your room is completed.

Order Numbers and Prices

Coral and Silver, No. 7098
(Like this sample)—Per Double Roll **15c**
(Shipping weight, 1½ lbs. per Double Roll)

Cream and Silver, No. 7099
(Same paper with cream ground)—Per Double Roll **15c**
(Shipping weight, 1½ lbs. per Double Roll)

To find out quantity needed for any size room see Page 4
Shipping rates will be found on Inside Back Cover

Franklin De Luxe Wall Papers
THE FRANKLIN PAINT COMPANY, CLEVELAND, OHIO

10c

Per SINGLE Roll

(Sold Only in DOUBLE Length Rolls 16 Yards Long, 18 Inches Wide)

IMPORTANT

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The FRONT side of this sheet shows an actual sample of the side wall paper for this pattern. The border that matches this pattern, is reduced to about one-third actual size and printed right on the side wall paper to "Show You Just How It Will Look on the Wall."

The border is printed and furnished in separate rolls from the side wall paper.

40c Will buy enough paper of this pattern to paper an entire ceiling for a room 10 feet wide and 12 feet long.

EXTRA QUALITY CEILING

This is printed on the BACK of an Actual Sample of Franklin EXTRA QUALITY *Ceiling Paper*

THIS is a high-grade ceiling paper with an unusually beautiful all-over design. It will harmonize perfectly with most any side wall pattern. Printed on heavy weight paper it will not tear easily and therefore can be hung without difficulty. The exceptional symmetry of this design will charm the eye and make a perfect "sky" for any of your rooms.

Furnished in your choice of two shades—cream ground with gold in it, or white ground with gold in it.

Order Numbers and Prices

Cream and Gold, No. 8000

(Like this sample)—Per Double Roll..... **20c**

(Shipping weight, 1½ lbs. per Double Roll)

White and Gold, No. 8001

(Same paper with white ground)—Per Double Roll **20c**

(Shipping weight, 1½ lbs. per Double Roll)

To find out quantity needed for any size room see Page 4

Shipping rates will be found on Inside Back Cover

Franklin De Luxe Wall Papers

THE FRANKLIN PAINT COMPANY, CLEVELAND, OHIO

Cold Water Kalsomine

An Artistic, Money-Saving Wall Covering

THE ease and unusual low cost with which you can brighten up the walls and ceilings of any room by kalsomining them is making these cold water tints more popular every day. Anyone can do it successfully. Even the women find nothing difficult, and enjoy putting on the beautiful mellow effects which are applied so easily and at such a small cost. Rich tan walls with cream ceiling are lovely in a living room. French gray makes a delightfully dainty bedroom. Sky Blue or Salmon Pink is pretty in the Nursery. Just a dollar or two and an hour or so of spare time makes any room over new, all clean and beautiful. Stencilled borders around the moulding are also popular this year. Franklin Cold Water Kalsomine comes in a complete range of stylish colors that dry with a smooth velvety finish. Our 5-pound package is sufficient for an average sized room—or about 600 sq. ft. of wall space. Simply mix with cold water, and almost before you realize it, your entire room is new and beautiful. See list of colors below.

50¢ Per 5 lb. Package

How to Kalsomine

BEFORE new or old walls are Kalsomined be sure to apply our Under Coater for Kalsomine, shown on this page. This prevents the Kalsomine from soaking into the walls and leaving a streaked or mottled effect. Always wash off any old Kalsomine before applying new. Use a sponge and warm water for this. Fill up cracks and holes with plaster paris, and cover the plaster paris extra carefully with the Under Coater.

Mix our Kalsomine just with cold water, and keep stirring until about as thick as rich cream and perfectly smooth. Apply with long sweeping brush strokes. Always do ceiling first to avoid spattering a newly finished wall. On side walls start in right hand corner of room, working to left.

Comes in Following Colors

FRANKLIN Cold Water Kalsomine is furnished in this complete range of the beautiful mellow tints which are now so popular.

W-301—Tan
W-302—Sepia Brown
W-303—Green Tint
W-304—Cream
W-305—Light Buff
W-306—Pink
W-307—French Gray
W-308—Sky Blue
W-309—Apple Green
W-310—Salmon Pink
W-311—Blue Green
W-312—Pearl Gray
W-313—White

Be sure to state numbers and colors wanted.

Under Coat for Kalsomine

A SPECIAL under-coater or wall size in powder form to be used before Kalsomining on plastered walls which have never been sized or painted. One pound mixed with water makes 2 gallons of Wall Size enough for the average room 9x12 feet. Full directions with every package.

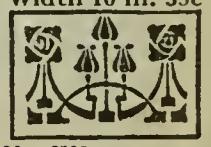
No. W-324

1 Pound Package 40c

No. WS-201
Width 9 in. 30c

No. WS-202
Width 10 in. 35c

No. WS-203
Width 10½ in. 30c



No. WS-204
Width 9½ in. 30c

Stencils for Borders

Stencilling a neat border just under the moulding is very popular. To get the most pleasing decorative effect the stencilled color should be slightly darker than the wall.

Look all through this book and you will see how carefully we have tried to offer you only the most artistic suggestions and merchandise. Every item will beautify your home in strict accord with the latest attractive styles at low prices which will save you money.

AVERY LIBRARY
COLUMBIA UNIVERSITY

Household Paint Needs

Stove Pipe Enamel

IT TAKES a well-made enamel to cover stove pipes, stoves, grates, andirons, furnaces, registers and water pipes if you want the job done right to last. You can count on our Stove Pipe Enamel for just this purpose and good results. It is a splendid jet black enamel that will not chip or crack by heat or cold. One coat gives a durable, elastic black finish which will withstand intense temperature.

No. WS-11—Jet Black
1 gal. can $1.27 ½ gal. can .70
1 quart can.....40

Send for Our Big, Free Paint Catalog

Paints, Varnishes, Stains, Enamels, Supplies for Every Purpose and Pocket Book

HERE is the greatest Paint catalog which we believe has ever been issued. A veritable encyclopedia of Quality Paints, Varnishes, Enamels, etc., in tremendous variety to fit every need and every purse. No matter what you want this great catalog has it. Every gallon made by experts in our million dollar paint factory, the largest "Direct to User" Paint factory in the world. Send today for this wonderful big money-saving book Free. A post card brings it.

Porch Furniture Paint

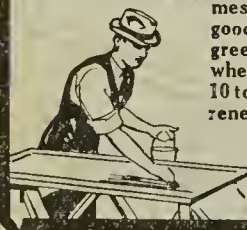
Make the outside of your house as attractive as the inside. Keep your porch furniture attractive and also protected from the weather with Franklin Special Porch Furniture Paint which dries hard—will resist the hardest weather wear and does not become sticky under the most intense heat of the sun. Contains a high percentage of varnish to give a rich high gloss lustre and tough surface. Use also for Lawn Swings, Settees, Breakfast Room and Kitchen furniture. Furnished in 5 bright, snappy colors.

W600—French Blue
W601—Park Green
W602—Wicker Gray
W603—Tuscan Red
W604—Ivory

5-gallon cans, per gallon.....$2.95
1-gallon cans..... 3.05
½-gallon cans..... 1.59
1-quart cans..... .82

SCREEN ENAMEL

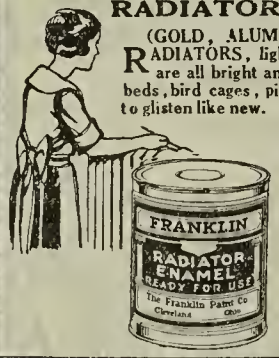
OUR prices are so low for high-grade Screen Enamel that you cannot afford to neglect your screens. It is cheaper to preserve them than to buy new. With only one coat of our Screen Enamel your screens will look as fresh as when you first bought them. It comes ready to use, and is easy to apply. Best of all it will not clog the mesh of the screens, and is equally good for the frames. Furnished in green or black. State color wanted when ordering. One quart will cover 10 to 12 average size window screens, renewing them for less than 5c a piece.



No. WS-15—Black
No. WS-16—Green
1 gallon can.....$1.80
½ gal. can .97 1 qt. can .51

RADIATOR BRONZE ENAMEL

(GOLD, ALUMINUM AND COPPER BRONZE)



RADIATORS, lighting fixtures and metal pieces which are all bright and shiny add 100% to a room. Metal beds, bird cages, picture frames and bric-a-brac refinish to glisten like new. Furnished in 3 shades. One quart will cover about 6 ordinary sized radiators, one coat. Resists heat and prevents rust

No. WS-20—Aluminum Bronze
No. WS-21—Gold Bronze
No. WS-22—Copper Bronze

ALUMINUM BRONZE
1 gallon can $4.27
½ gal can $2.20 1 quart can $1.15

GOLD AND COPPER BRONZE
1 gallon can $5.87
½ gal can $3.00 1 quart can $1.55

Linoleum and Oil Cloth Varnish

YOU will just about double the life of your oil cloth and linoleum by varnishing them when first new with this Special Varnish which protects the finish and keeps from showing wear so soon. Old Linoleum and oil cloth are also quickly revived and the faded colors come back almost like new. It dries in a day and leaves a smooth, glossy, easy-to-clean surface which protects from mars, scratches and heel marks. Water and frequent scrubbings have very little effect upon it. Our unusual low price is an additional economy which makes it a very great saving to secure some of this Special Linoleum and Oil Cloth Varnish and use it now.

No. WV-35
1-gal can..$3.26 ½-gal. can..$1.70
1-quart can..... .88

SEE HOW MUCH YOU SAVE

It is easier, cheaper and more satisfactory to use Franklin Wall Papers, Paints, Varnishes, Enamels. Easier because they are quality products which will do the work best. Cheaper because they are sold direct from factory to you, with one small profit. More satisfactory because you know that you are getting the highest quality your money can buy.

Bath Tub Enamels

THIS Special Bath Tub Enamel will put on a hard porcelain finish that will not chip or crack and is not affected by hot or cold water. Also best for kitchen sinks, drain boards, white iron beds and common sheet metal tubs.

No. WS-10—White Only
5 or 10 gallon kegs per gallon $4.40
1 gallon can $4.50 ½ gallon can $2.32
1 quart can $1.19

Furniture Varnish

For re-varnishing furniture where the old finish is not worn off, our Extra Grade No. WV-37 is similar to the fine quality varnish which furniture manufacturers use. It is tough and heavy bodied. It gives the hard, bright glossy finish which you want, is easy to apply and will refinish your furniture wonderfully.

No. WV-37
1 gallon can $1.80 ½ gallon can $.97
1 quart can $.51

Quick Re-Finishing Varnish

An extra good quality Varnish for touch-up work around the home or office, quickly removing shabby spots and keeping appearances neat and attractive. Dries quickly with a high gloss and can be used with perfect satisfaction anywhere.

No. WV-36.
1 gallon can $3.25 ½ gallon can $1.69
1 quart can $.85

Wholesale Factory Prices

Being the largest paint manufacturers in the world selling "Direct-to-the-Users", and being located in Cleveland, the greatest paint producing center in the universe, we are in a position to secure the most skilled paint experts to superintend our use of the best materials and the best manufacturing equipment. These are the reasons why Franklin Quality Paint Products can be sold to you at "Direct-from Factory" wholesale prices which are so much less than you usually pay. Study and compare the prices all through this book and see how every page can save you money.

Economy Interior Varnish

WE specially call your attention to our Economy Interior Varnish. If you are looking for big value for your money this varnish will give it to you, and provide a good, lustrous, lasting finish and complete satisfaction for all inside purposes. One gallon will cover about 500 square feet—one coat.

No. WV-11

Barrels or half barrels (55 or 30 gallons), per gal. $2.15
15 or 20-gallon kegs, per gallon, $2.20
5-gallon cans, per gallon, $2.25
1-gal. cans, $2.35 ½-gal. can, $1.24 1-qt. can, $ .65

Send for Our Big Money-Saving Paint Book

The Famous Franklin Catalog of Paints, Varnishes, Enamels, Etc., for Every Purse and Purpose.

HERE is a wonderful great book that you can't afford to be without for the money-saving opportunities it presents and for the satisfaction it assures. Whatever your needs may be—for the home, the shop, or the farm—this famous complete catalog of quality paints, varnishes, enamels, etc., offers you values and economy beyond anything that your experience has ever shown you in the past. Send for your copy now. This great money-saving catalog is *Free*. Send for it today.

Tuff-Tread Floor Varnish

THIS is the well known Franklin "Tuff-Tread" Floor Varnish which has won a national reputation. Neither hob nails nor heel marks have terrors for it. Water won't hurt it. Frequent scrubbings do not dull its lustre. You will find it to be the finest protective floor covering for attractive appearance and long service under hardest treatment that you have ever used. "Tuff-Tread" is a full bodied varnish, spreads easily, dries quickly and as hard as marble, and will retain its gloss for an unusually long time. Our "Direct-to-User" Prices bring this best quality Floor Varnish "From Factory to You" so economically that you pay no more than is usually asked for a mere ordinary grade. One gallon will cover about 600 square feet of oak or 400 square feet of soft pine floor—one coat.

No. WV-12

Bbls., (55 gals.), per gal. $3.65
½ Barrels (30 gallons), per gallon, $3.65
15 or 20-gallon kegs, per gallon, $3.70
5-gallon cans, per gallon, $3.75
1-gallon can, 3.85
½-gallon can, $1.99
1-quart can, $1.02

Best Outside Spar Varnish

FOR front doors, vestibules, porches, store fronts and all outside uses you need the toughest, hardest, weather-resisting varnish that you can get. This is it, at a thrifty price. One gallon will cover about 500 sq. ft.—one coat.

No. WV-13

Barrels or half barrels, (55 or 30 gallons), per gal. $2.90
15 or 20 gallon kegs, per gallon, $2.95
5-gallon cans, per gal. $3.00
1-gallon cans 3.10
½-gallon can 1.62
1-quart can .84

Dull-Finish Varnish

NOWADAYS it is very popular to have a dull finish on woodwork and furniture. Our Dull-Finish Varnish when applied over a gloss varnished surface of furniture or woodwork produces this stylish "satiny" finish without the trouble of rubbing down the gloss coat. One gallon will cover about 500 sq. ft.—one coat.

No. WV-14

5-gal. cans, per gal. $2.90
1-gal. can 3.00
½-gal. can 1.57
1-quart can .81

All-Purpose Varnish

WHEN you want an exceptional high quality varnish for both inside work and outside work, then order our Franko-Var All Purpose Varnish which is our famous best grade for universal use. It will give excellent results, easy spreading, hard drying and good service anywhere that you apply it. Franko-Var will not change the color of the wood. It is pure, clean and transparent with a high, glossy finish so tough and elastic that heat or cold does not affect it, and scratches or mars are not easily made. Hundreds of our customers have written us how Franko-Var has saved them money and given unusual satisfaction on their woodwork, staircases, tables, chairs, furniture, porch ceilings, etc. The large demand for this dependable varnish allows us to save you from $1.00 to $2.00 a gallon in addition to your savings from our "Factory-to-User" plan of selling.

No. WV-10

Barrels (55 gals.), per gal. $3.15
Half Barrels (30 gallons), per gallon, 3.15
15 or 20-gal. kegs, per gal. 3.20
5-gallon cans, per gal. $3.25
1-gallon can 3.35
½-gallon can 1.74
1-quart can .90

CLEAR and ORANGE

Pure Shellac (CLEAR AND ORANGE)

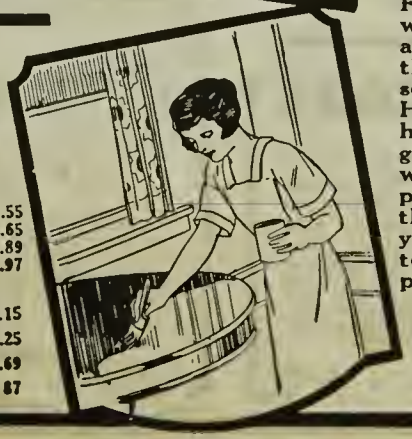
Here is a high-grade standard article made from pure gum shellac cut with denatured alcohol. Use white shellac when you want to preserve the natural color of the wood. Use orange shellac on darker wood surfaces such as oak. One gallon will cover about 400 to 600 sq. ft.—one coat.

CLEAR SHELLAC No. WV-15

5 or 10 gallon kegs ..... Per Gallon $3.55
1 gallon can 3.65
½ gallon can 1.89
1 quart can ..... .97

ORANGE SHELLAC No. WV-16

5 or 10 gallon kegs ..... Per Gallon $3.15
1 gallon can 3.25
½ gallon can 1.69
1 quart can 87



Brilliant White Enamel

Our Best Grade—Goes On White—and Stays White

$4.40 Per Gal. in 5 Gal. Cans

For the bathroom, baby's crib, kitchen walls, woodwork, and a hundred places about the home. Also for meat markets, laundries, stores, hospitals, hotels, bakeries, ice cream factories, etc. etc.

This Special Enamel will give you the cleanest, most attractive, most durable, brilliant white LASTING finish that you can possibly want. It is the highest grade Interior Enamel that good materials and modern machinery can produce. It flows freely from the brush, covers well on anything, and dries with a smooth tile-like finish that can be washed like a piece of glass. Will not turn yellow easily as most white enamels do. One gallon will cover 200 square feet of surface—2 coats.

No. WS-2 (White Only)

Barrels (55 gallons) per gal.	$4.30
½ Barrels (30 gals.) per gal.	4.30
15 or 20 gallon kegs per gal.	4.35
5 gallon cans, per gal.	4.40
1 gallon can	4.50
½ gallon can	2.32
1 quart can	1.19

White Undercoat

If you want to have a pure white enameled finish you must first be sure that you have a good foundation under the enamel. Unless you are going to paint white over white you put on 3 or 4 coats of this foundation. Franklin White Undercoat does the foundation perfectly and economically, gives a fine flat finish, helps cover up the old surface and aids you in improving the finish of the Enamel Coat. It covers almost 250 sq. ft. to the gallon—2 coats.

No. WS-3 (White Only)

5 gal. cans, per gal.	$2.50	½ gal. can	$1.37
1 gal. cans	2.60	1 quart can	.71

Interior Gloss Enamel

16 Bright Shades and White

$2.90 Per Gal. in 5 Gal. Cans

Just the thing for kitchen walls and woodwork, wicker furniture, painted furniture, metal ceilings, and all interior work including metal beds.

A touch of Franklin Interior Gloss Enamel on the Furniture, Woodwork, or walls is like letting the sunlight into a darkened room—a glistening glossy finish wherever used. Its pleasing colors suggest innumerable delightful decorative uses. For example, the present day popular effects of painted furniture—a Turquoise Blue Lamp—A colonial Yellow Chair—A French Gray Bed Room Set—all sorts of beautiful, stylish pieces can easily be made from your old furniture by giving just a coat or two of our Franklin Interior Gloss Enamel. Look at the money saving prices listed below.

COLORS

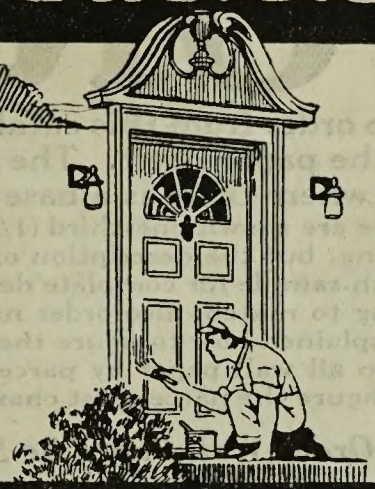
W400—Old Ivory	W409—Turquoise Blue
W401—Cream	W410—Sky Blue
W402—Buff	W411—Silver Gray
W403—Colonial Yellow	W412—French Gray
W404—Drab	W413—Slate
W405—Leather Brown	W414—Wine
W406—Pea Green	W415—Dark Gray
W407—Bronze Green	W416—White

W408—Pale Blue

PRICES

Barrels, 55 gallons, per gallon	$2.80
½ Barrels, 30 gallons, per gallon	2.80
15 or 20 gallon kegs	2.85
5 or 10 gallon cans, per gallon	2.90
1 gallon can	3.00
½ gallon can	1.57
1 quart can	.81

Franklin House Paint



The Highest Grade House Paint Direct to You At Wholesale Factory Prices

"SAVE the surface and you save all." Franklin Quality House Paint is not only true economy but it also protects your buildings from the elements, beautifies them, greatly prolongs their life and increases their value. And unlike most paints, when you use Franklin Quality House Paint it gives you a double measure of economy because you get highest grade paint at Lowest Factory Price.

30 COLORS

Ready Mixed
and
Ready to Use

FRANKLIN Paints are Quality Paints, and no matter whether you buy a quart can or a 55-gallon barrel, you get it FRESH FROM THE FACTORY with ingredients thoroughly blended and full strength. You can choose from 30 Handsome Colors, ready mixed and ready to use—the highest quality goods "Direct From Factory" at the lowest prices, giving you better appearance, greater covering capacity, longer wearing qualities and the largest possible money saving.

You Take No Risk When You Buy From FRANKLIN

EVERY gallon of Franklin Paints, Varnishes and Paint Products is made in our own million-dollar paint factory by paint experts from reliable, tested formulas. Nothing but the purest white lead, zinc oxide, linseed oil and best materials go into our paints, assuring you of the highest grade and quality.

You take absolutely no risk when you order Franklin Quality Paints and Varnishes. Every gallon of goods we ship is GUARANTEED to satisfy you or your money back. If Franklin Products do not "make good"—we do.

Send for this BIG Money-Saving Paint Catalog FREE

All you have to do to get this money saving Paint Catalog with its big variety of high grade paints, varnishes, enamels, supplies, etc.—the most complete catalog of its kind ever issued—is to just send your name to us. Catalog will be sent you free by return mail. A wonderful big book printed in colors and also showing actual color samples of House Paint, Barn Paint, Flat Finish Paint, Varnish Stain, Porch Floor and Interior Floor Paint — Porch Furniture Paint, Wagon and Implement Paint, Shingle Stain, Auto and Carriage Enamel — together with complete list of the money-saving, quality products made by the Franklin million dollar Factory, all at the lowest possible price. Don't buy paint products or supplies until you get this big beautiful book and see the wonderful Franklin Line and our surprisingly low prices "Direct from Factory to You."

Inside Floor Paint

HERE is a Floor Paint built to stand up under hard wear—to resist heel marks and scratches and frequent scrubbing—
Colors:—No. W225—Oxide Red; W226—Buff; W227—Drab; W228—Lead Color;—W229—Maroon; W230—Light Brown; W231—Gray; W232—Moss Green.
5 or 10 Gallon Cans, per Gal., $2.50
1 Gal. Can, $2.60 ½ Gal. Can, $1.37

Porch Floor Paint

FRANKLIN Porch Floor Paint can't be beat for bright, glossy finish, hard drying and long, durable service under heavy traffic and constant weather exposure.
COLORS:—No. W250—Gray; W251—Lead Color; W252—Drab; W253—Light Brown; W254—Moss Green; W255—Buff; W256—Red; W257—Maroon.
5 or 10 Gallon Cans, per Gal., $2.60
1 Gal. Can, $2.70 ½ Gal. Can, $1.42

HOW TO ORDER

Franklin Gives You TWICE AS MUCH Wall Paper

AVERY LIBRARY COLUMBIA UNIVERSITY

REMEMBER — you get TWICE as much wall paper from Franklin. We sell ONLY in Double Length Rolls—16 yards long. From floor to ceiling you get 5 average strips out of a Franklin Double Length Roll—but only 2 strips out of an ordinary single roll.

Franklin Double Rolls Mean Lower Prices and Less Work

We show both single and double roll price of each Franklin sample. Compare our low prices with the prices of others who sell only by single rolls, and you will appreciate how much more you have to pay if you trade elsewhere. Franklin sells you DOUBLE LENGTH rolls because they are better and they cost you less to buy.

Will You Do Us A Favor?

WHEN you are through using this book, will you please pass it on to your neighbor or friend who will be glad to see these beautiful wall papers and our money saving prices. We will sincerely thank you for this favor.

IT IS easy to order from this catalog. The samples are actual size pieces of the paper itself. The border is printed across the top of each, and where there is a base it is printed across the bottom. Border and base are shown one-third (1/3) size to give you a better idea of the effect when hung, but the description on the back tells you their actual size. See back of each sample for complete descriptions of side wall and the border, base and ceiling to match, also order numbers, prices and shipping weights. On Page 4 is explained how to figure the quantities you will need for any size room. We ship all wall paper by parcel post. On the Inside Back Cover is shown how to figure the parcel post charges on your order.

When You Order Wall Paper Be Sure To Send Cash With Order

ALL orders for wall paper should be sent Cash With Order. Send your remittance in the form of postoffice or express money order, bank draft or personal check. If you send money be sure to send it by registered mail, securely folded in heavy paper. If you live on a rural route, you can pay the money to your mail carrier. He will buy the money order and enclose it with your letter.

Always Include Parcel Post Charges

When you send your money for wall paper be sure to also send with your remittance enough extra money to pay for the Parcel Post shipping charges. On the back of each sample we show the shipping weights. If you send more than enough money we will return the balance.

Be Sure to Use Wall Paper Order Blank

Always order Wall Paper on our special Wall Paper Order Blank and use Paint Order Blank when you order Paint. Our Wall Paper Department is separate from our Paint Department, and your order is handled separately when you order Wall Paper. Always state NUMBERS and PRICES of side wall paper, border and ceiling wanted, QUANTITY of each desired, NAME of the paper, and state the EXACT AMOUNT of money you enclose.

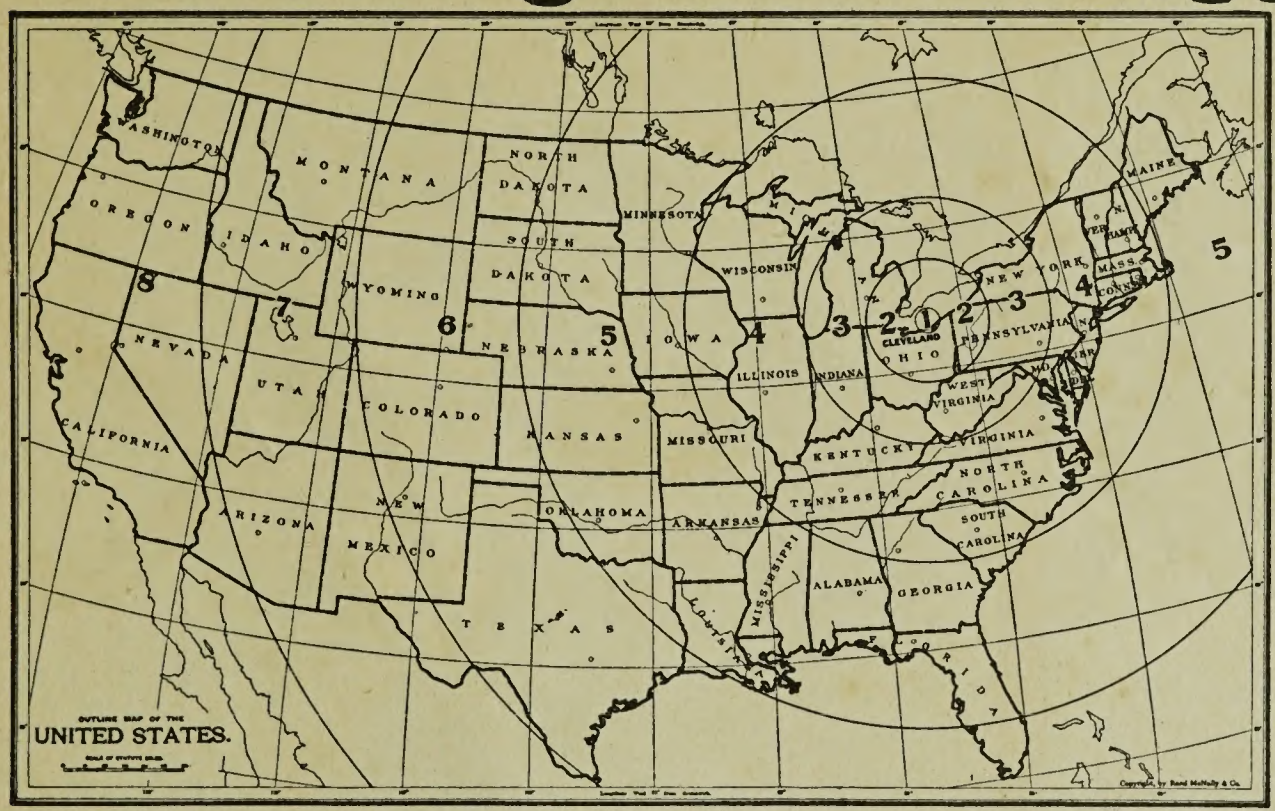
We Give 60 Days' Credit on PAINTS on All Orders for $10.00 or More

"Paint Before You Pay." Don't send a cent with your Franklin Paint Order unless you prefer—we trust you and give you 60 days to pay, or we give an additional 5% discount from our low "Factory-Direct-to-User" prices if you pay cash. Furthermore, on Paint Orders of $10.00 or more WE ALSO STAND THE FREIGHT.

Send For Our FREE PAINT BOOK

Don't make a move to buy any paint product until you send for the wonderful FREE Franklin Paint Catalog listing every variety of QUALITY Paints, Varnishes, Enamels and Supplies for every need and every pocketbook, "Direct-From-Factory-to-User" to save you money. It's FREE!

How to Figure the Shipping Charges



PARCEL POST RATES

PACKAGES carried to you by parcel post are handled just like any other mail matter, and are delivered to your box by your rural mail carrier if you live on a R. F. D. route;—or to your door if you live in a city having carriers;—or to your post office if you live where there is no carrier service. Usually the parcel post charge is lower than by express, but we will gladly ship by express if you prefer, but you must say so plainly on your order. To find the postage charge on your order, add together the shipping weights of the patterns ordered, using the actual shipping weights shown on the back of each sample. Then look at map at left to find the zone of your postoffice from Cleveland. The table below gives the postage per pound to any parcel post zone. Paints, varnishes and enamels will be shipped separate from the wall paper in the most economical way.

USE THIS CHART TO FIGURE FROM YOUR ZONE

How Far Do You Live from Cleveland / What Will Your Package Weigh?	If you live in ZONE 1 Not more than 50 miles from Cleveland	If you live in ZONE 2 Over 50 miles —not more than 150 miles from Cleveland	If you live in ZONE 3 Over 150 miles —not more than 300 miles from Cleveland	If you live in ZONE 4 Over 300 miles —not more than 600 miles from Cleveland	If you live in ZONE 5 Over 600 miles —not more than 1000 miles from Cleveland	If you live in ZONE 6 Over 1000 miles —not more than 1400 miles from Cleveland
For weights up to 1 pound, the postage is.....	5c	5c	6c	7c	8c	9c
For each additional pound, or fraction of a pound, add.....	1c	1c	2c	4c	6c	8c

Size and Weight Limits

Packages weighing up to 70 pounds each can be mailed to any postoffice in Zones 1, 2 and 3. Packages which do not exceed 50 pounds in weight can be mailed to all zones.

To Find Out Quantity of Wall Paper Needed For Any Size Room See Page 4.

Be Sure to REMIT WITH ORDER When Ordering Wallpaper and Always Include Parcel Post Charges With Your Remittance.

See Complete Instructions on How to Order on Opposite Page (Page 60)

GUARANTEE

Franklin Money-Back Guarantee

WE guarantee that Franklin De Luxe Wall Papers, Paints, Supplies, Etc. in this book will give you good honest value and that our "Direct-From-Factory" plan of selling (which eliminates all middlemen's profits) will save you money. We guarantee that this Franklin Merchandise when used according to our directions, will give you complete satisfaction in every way or we will refund every cent of your money.

THE FRANKLIN PAINT CO.

Franklin "E-Z CLEAN" Flat Wall Paint

Walls Like Velvet That Are Easy to Clean

You will never realize how beautiful, how attractive and yet how practical painted walls can be made until you use our E. Z. CLEAN FLAT WALL PAINT on them.

It gives you a smooth, velvety finish without gloss which imparts to the room a refined, dignified setting for your furnishings.

But,—best of all, E. Z. Clean Flat Wall Paint can be washed clean with soap and water, without injuring the wall. Think what an advantage this is in homes where there are small children, up stairways, over radiators and hot air registers.

E. Z. Clean Flat Wall Paint is very easy to apply. Anyone can do it. Its washable feature makes it last longer and saves you money. Our "Direct-to-you" Prices, cutting out the Middlemen's profits, saves you money.

Furnished in 17 attractive shades at the low prices quoted below. One gallon will cover about 200 square feet—2 coats.

COLORS

W375—White	*W381—Cocoanut Brown*	*W386—French Gray*
W376—Ivory	*W382—Pink*	*W387—Pearl Grey*
W377—Cream	*W383—Old Rose*	*W388—Light Green*
W378—Old Gold	*W384—Light Blue*	*W389—Medium Green*
W379—Light Tan	*W385—Dark Blue*	*W390—Green*
W380—Russet		*W391—Tuscan Red*

PRICES—

Barrels (55 gallons) per gallon.	$2.20
Half Barrels (30 gallons) per gallon.	$2.20
15 or 20 Gallon Kegs per gallon.	$2.25
5 or 10 Gallon Cans per gallon.	$2.30
1 Gallon Can . .	$2.40
½ Gallon Can . .	$1.27